General Public Opinion Survey 2013

PUGET SOUND PARTNERSHIP

Prepared by PRR Inc.

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EXECUTIVE SUMMARY

PRR was tasked with creating a survey to provide baseline and tracking data for a variety of factors related to the health of Puget Sound. The survey was designed to measure the attitudes of Puget Sound residents' about the health and condition of the waters in and around the Puget Sound. The survey also measured their knowledge about seafood harvested directly from the Puget Sound waters, awareness of storm water treatment options, vehicle maintenance in regard to leaks, and helpfulness of specific information on household cleaning products.

Findings that are noted in this report reflect the responses to specific questions as well as analysis of the cross-tabulation between responses to those questions. When it is noted that the 'majority' or 'most' know something, believe something, or say they do something, we must understand that there are still segments of the population that say they do not know, do not believe, or do not do the things we explore in this survey process. As we explore ways to change individual knowledge, beliefs and behaviors to improve the health of Puget Sound, we must pay attention to all this information.

It is also important to recognize throughout this report that, although knowledge and attitudes about water quality may be related to how environmentally friendly residents' behaviors are, such a relationship may not be very strong. People may know there is a problem with Puget Sound waters, they may know what behaviors are harmful to water quality, and they may even think that the need to clean up Puget Sound waters is urgent. This does not necessarily mean that they personally engage in environmentally friendly behaviors to the degree needed to improve water quality.

Methodology

Survey questions were developed using a collaborative process between PRR and PSP staff. We fielded the telephone survey to a random sample (with a quota of 375 for each of 5 regions in the Puget Sound) drawn from Random Digit Dialing (RDD, for including both listed and unlisted landline phone numbers) and cell phone sample (to include both cell-only and cell-mostly households). We also used listed sample targeted to 18-34 year olds due to the difficulty of reaching and getting completed interviews from this age segment. The final sample had 1,877 respondents.

Key Findings

KNOWLEDGE ABOUT PUGET SOUND AND NORTHWEST WASHINGTON

- Most respondents identify with being a resident of the Puget Sound area.
- The phrase "Puget Sound Starts Here" is not very well known in the community and the meaning of phrase was not intuitive to the public.
- Apples come to mind as the number one locally produced food from Northwest Washington followed by salmon. For seafood specifically, salmon and crab are top of mind.
- Residents are confident that mussels and geoduck are harvested directly from the Puget Sound, but are not sure of other seafood like shrimp and crab.

ATTITUDES ABOUT THE HEALTH OF PUGET SOUND

- Overall, most think the health and condition of the waters in and around the Puget Sound are in good condition and are expected to stay the same over the next five years.
- Generally, residents think the need to 'clean up and protect' Puget Sound waters is more urgent than the need to just 'clean up' or just 'protect' Puget Sound waters.
- Findings show there has been an increase in the percentage of residents who feel the urgency to clean up and protect the waters in and around the Puget Sound in 2013 compared to results from the 2012 survey.
- Some organizations in the community who help protect the waters around the Puget Sound are more well-known than others, with county departments of public works and the EPA at the top of the list.
- They expect to get information about the Puget Sound waters from local news sources – newspapers, television, and the internet.

EFFECTS ON QUALITY OF PUGET SOUND WATERS

- When offered a list, most are aware of the activities that have a negative effect on Puget Sound waters.
- Many residents appreciate the labels on household cleaners that inform them of the dangers of using the product and when the substance is made of natural products.

REGULARLY MONITORING VEHICLES FOR LEAKS

- The majority reports that they check their vehicles routinely for leaks; most are checked at least every six months.
- Most believe their vehicles are not inspected for leaks during an oil change.

FAMILIARITY WITH TERMS

- Many are familiar with storm drains and rain barrels, but fewer than half consider themselves very familiar with other personal storm water management options such as native plant landscaping, permeable pavement or pavers, or rain gardens.

MARKET SEGMENTS

- Segments of residents were developed based on responses to questions regarding attitudes and knowledge of residents related to the health of the Puget Sound waters. Using a cluster analysis, three segments were identified:

    - **Cluster 1 (44%) - Puget Sound Health – Invested in the cause**
      Puget Sound is in poor health; it's going to get worse. Clean up is extremely urgent. They believe they know what's harmful to water quality and are interested in having more strategies that help them to better do their part in the community.

- **Cluster 2 (26%) - Puget Sound Health – Aware, but not concerned**
  Puget Sound is in good health, it's going to get better; cleanup is not urgent. They are relatively familiar with different water treatment techniques and what goes on in the Puget Sound, but additional information or strategies are not going to change their habits.

- **Cluster 3 (31%) - Puget Sound Health – Unaware and unconcerned**
  Puget Sound is in relatively good health, it's going to get better; clean-up is not urgent. They are not really sure what comes out of the Puget Sound and are not familiar with the water treatment techniques.

INTRODUCTION

Background and Purpose

The Puget Sound Partnership (PSP) is a small state agency leading a regional effort by citizens, private organizations, governments, tribes, scientists and businesses working together to restore and protect Puget Sound. In 2007, PSP was charged by the Governor and the Legislature of Washington to create an Action Agenda as a roadmap leading to the recovery of Puget Sound

Through its Stewardship Program, PSP supports regional and local citizen-based stewardship initiatives. The primary goal is to foster long-term changes in public attitudes and behavior as they relate to the health of Puget Sound waterways.

The program focuses on three primary objectives:

- To significantly advance public awareness and understanding of the issues facing Puget Sound, individual and cumulative impacts on the Sound's resources, and the public's ability to contribute to a sustained recovery effort.
- To cultivate broad-scale practices among Puget Sound residents that benefit Puget Sound and work to promote such behavior changes.
- To build a social and institutional infrastructure to support broad-scale public engagement, foster stewardship and advance specific beneficial practices and behaviors.

PRR was tasked with creating a survey to provide baseline and tracking data for a variety of factors related to Puget Sound health. The current survey was designed to measure:

- Puget Sound region residents' attitudes about the health and condition of the waters in and around the Puget Sound;
- Residents' knowledge about food and seafood harvested directly from the Puget Sound region;
- Residents' awareness of the impact their activities have on the waters of the Puget Sound;
- Residents' knowledge of storm water management; and
- Residents' attention paid to vehicle leakage.

Methodology Overview (see Appendix A for full methodology details)

Survey question development

PRR, in collaboration with the PSP project team, worked to craft the survey questions. Questions were also vetted from partners who had identified public opinion research needs in specific and related topics. A later draft was then reviewed by members of the Social Science Advisory Committee, scientists, and managers within PSP. Some questions originally asked as part of the2012 survey were included; a comparative analysis between the two years' results in this report where appropriate.

The final survey questions were then programmed into Computer Assisted Telephone Interviewing (CATI) software and pre-tested by monitoring roughly 20 completed interviews. Minor changes were

made to the survey questions based on the pre-testing. The pre-test interviews were not included in the final data file. For a complete list of the survey questions, see Appendix B.

Survey fielding

The random sample was originally drawn from two sample sources: Random Digit Dialing (RDD, for including both listed and unlisted landline phone numbers) and cell phone sample (to include both cell-only and cell-mostly households). We also eventually used listed sample targeted to 18-34 year olds due to the difficulty of reaching and getting completed interviews from this age segment.[i]

The survey was fielded between September 19th and October 29th, 2013, with interviews averaging 15 minutes to complete. It was completed by 1,877 residents, with a quota of 375 respondents in each region:

- West region (Clallam, Eastern Jefferson, Kitsap, Mason)
- South region (Thurston, Pierce)
- King County region (King)
- North Central region (Snohomish, Island)
- North region (Whatcom, Skagit, San Juan)

Data Analysis

Prior to data analysis we used the Census 2010 data to statistically adjust (weight) our sample to match the adult age distribution in the twelve county area. We calculated two weights:

- Weight 1 was used to report results broken out by region
- Weight 2 was used to report results for all regions combined

Data analysis used appropriate descriptive statistical techniques (frequencies and percentages) and explanatory statistical techniques (Cramer's V and Kendall's Tau c) to test for the statistical significance of relationships between variables. Relevant coefficients and level of significance for cross-tabulations are presented in the endnotes section and are denoted by a superscript number in the body of the report. Statistically significant differences by region are reported in the body of the report. (See Appendix C for all results broken out by region.)

In addition, a cluster analysis was performed, which is an exploratory data analysis technique designed to reveal natural groupings within a collection of data based on responses to survey questions. Cluster

[ii] The 18-34 year old age group has emerged as one of the most difficult groups to survey, regardless of whether one is surveying with paper, online or telephone modes. This age group seems less likely to answer their phones (perhaps because they are more likely to screen calls through caller ID), and once reached, they are less likely to want to participate in surveys. Consequently, it is often necessary to use additional listed sample targeted to this age group in order to have sufficient sample to work with.

analysis results may reveal meaningful ways to group survey respondents and may help with tailoring outreach efforts.

Sample Demographics Overview

Following are key sample demographics (see Appendix D for more detail and comparison to Census 2010):

- A little under half were male (49%) and 51% were female, similar to Census 2010 data.
- The age distribution of respondents within each region, as well as when all regions were combined matched the census age demographics (when the data was weighted).
- A majority (97%) reported not being Hispanic or Latino and a majority (87%) reported being White/Caucasian (this includes Hispanics/Latinos), similar to Census 2010 data.
- A majority (70%) reported income between $35,000 and $150,000, similar to Census 2010 data.
- Almost two fifths (38%) reported being born in northwest Washington. Over half (53%) reported that they had lived in the Puget Sound region more than 20 years.
- Three quarters reported owning their home (75%) while a little less than one quarter reported renting (22%), under-representing renters compared to Census 2010 data.
- Residents were asked to identify the community they lived in and 43% feel they live in suburban areas, 23% live in rural areas, 20% live in urban areas, and 13% live in rural changing to suburban areas.
- Political affiliation was fairly evenly spread, with the largest group self-identifying as moderates (33%), followed by liberals (31%), and then conservatives (25%).

Findings that are noted in this report reflect the responses to specific questions as well as analysis of the cross-tabulation between responses to those questions. When it is noted that the 'majority' or 'most' know something, believe something, or say they 'do' something, we must understand that there are still segments of the population that do not know, do not believe, or do not do the things we explore in this survey process. These are just as significant to pay attention to as we explore ways to change individual knowledge, beliefs and behaviors to improve the health of Puget Sound.

It is also important to recognize throughout this report that, although knowledge and attitudes about water quality may be related to how environmentally friendly residents' behaviors are, such a relationship may not be very strong. People may know there is a problem with Puget Sound waters, they may know what behaviors are harmful to water quality, and they may even think that the need to clean up Puget Sound waters is urgent. This does not necessarily mean that they personally engage in environmentally friendly behaviors to the degree needed to improve water quality.

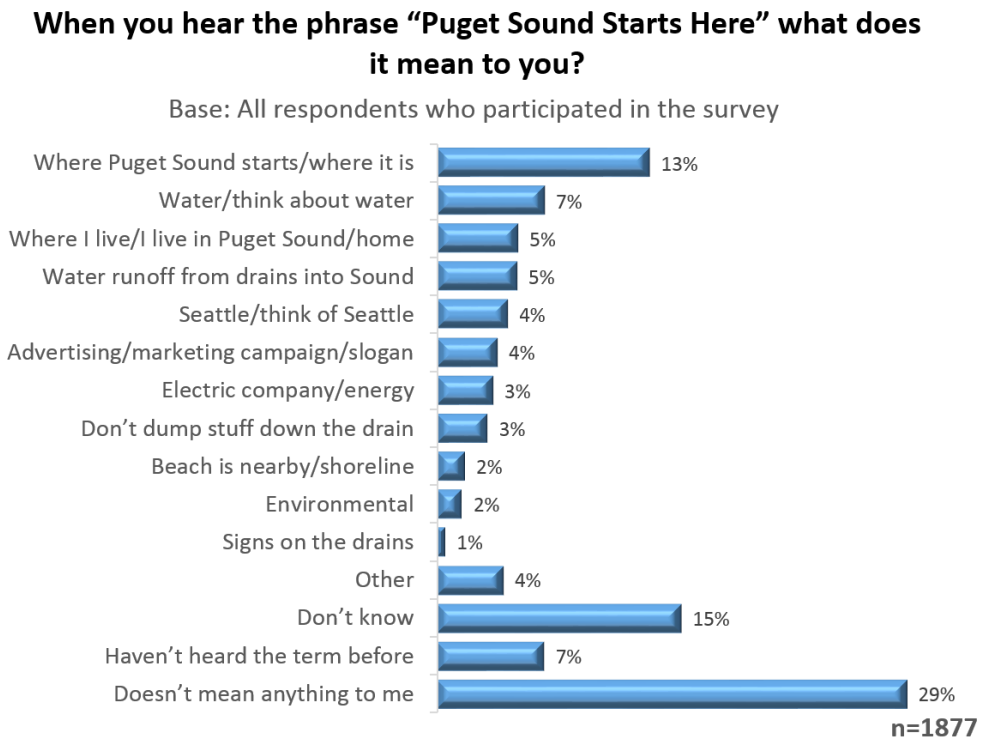
KNOWLEDGE ABOUT PUGET SOUND AND NORTHWEST WASHINGTON

Survey respondents were asked about their familiarity with the "Puget Sound Starts Here" campaign and their knowledge of locally produced food from Northwest Washington and the Puget Sound.

Most people are not familiar with the phrase "Puget Sound Starts Here" and the meaning is not clear to many.

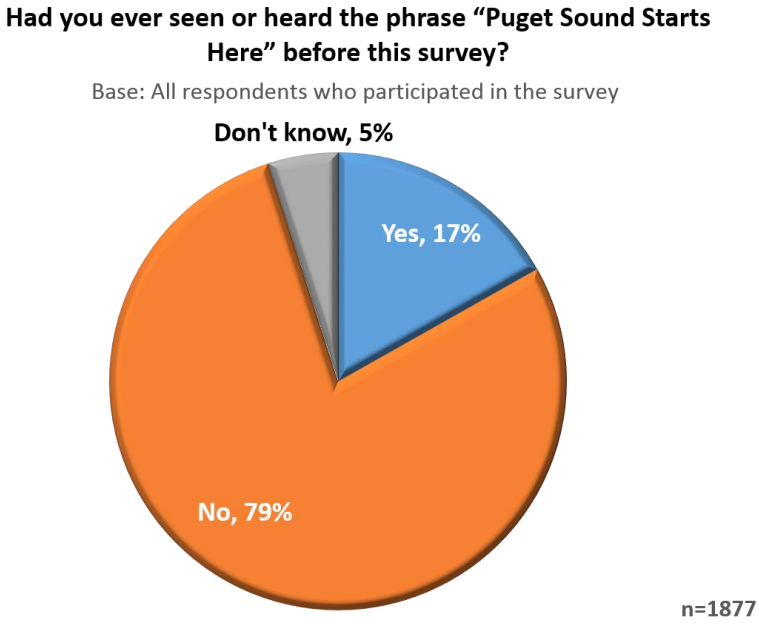
Respondents were asked what the phrase "Puget Sound Starts Here" meant to them in an open-ended question. Figure 1 shows that one out of eight recognized it means that the water in our communities is water that will eventually end up in the Puget Sound (13%) and 5% commented that it has to do with runoff from drains into the Puget Sound. Over half of respondents (51% total) were not familiar with the phrase (7%), didn't know what it means (15%), or said it doesn't mean anything to them (29%).

Figure 1: Meaning of phrase "Puget Sound Starts Here" to respondents



Respondents were asked if they had ever seen or heard the phrase “Puget Sound Starts Here” prior to hearing about it in the survey. Figure 2 shows that nearly four out of five respondents had never heard or seen the phrase before (79%).

Figure 2: Awareness of phrase “Puget Sound Starts Here”



Those who were more likely to have heard the phrase “Puget Sound Starts Here” before the survey were:

- Those in the King (22%) and West (19%) regions compared to those in South (12%), North (13%), and North Central (16%) regions. [1]
- Renters (26%) compared to home owners (14%).[2]
- Those under the age of 35 (25%) compared to those age 35-55 (14%) or 55 and older (12%).[3]

Respondents who had seen or heard the phrase “Puget Sound Starts Here” were asked where they recalled hearing or seeing the phrase. As seen in Figure 3, the two most common areas to see the phrase were on television (19%) or on a storm drain (14%). One third of those who had seen/heard the phrase before could not recall where they had seen or heard the phrase (31%).

Figure 3: Where respondent recalled seeing or hearing the phrase “Puget Sound Starts Here”

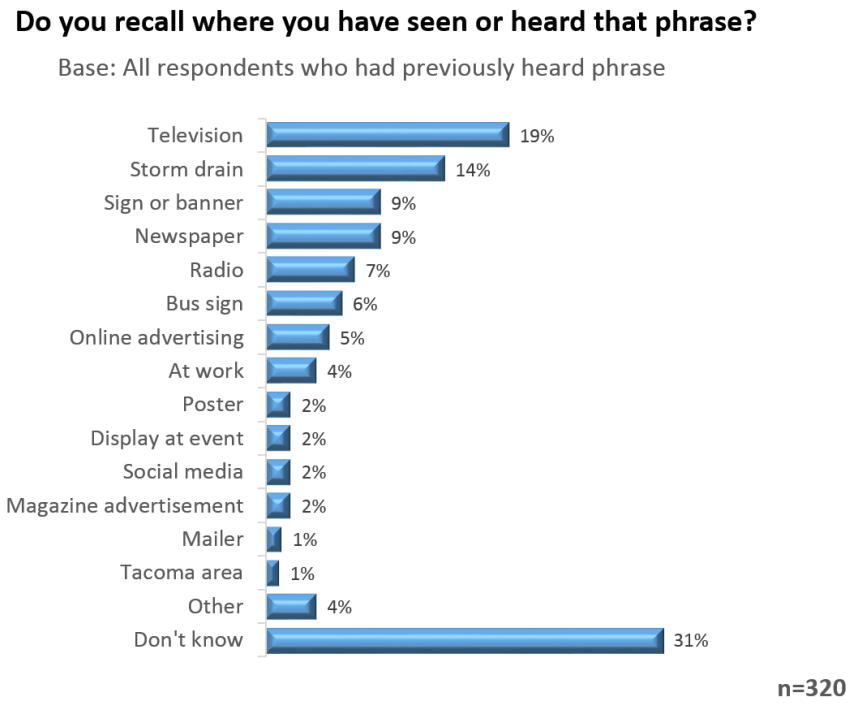
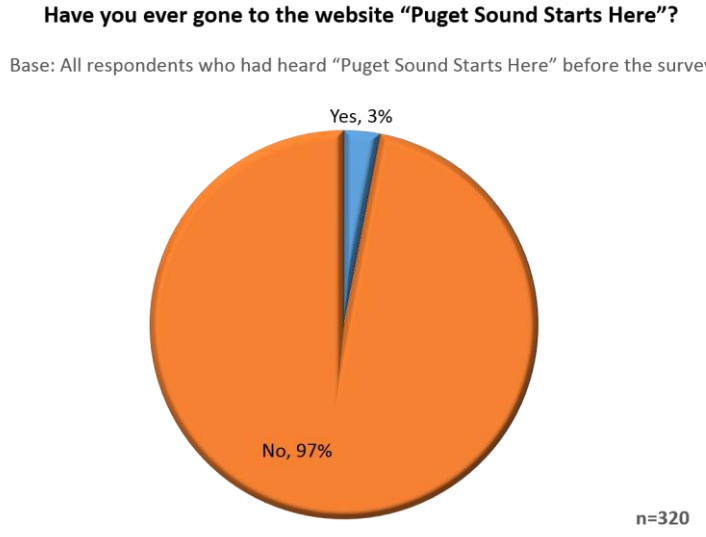


Figure 4 shows that only 3% of respondents who had heard of the phrase “Puget Sound Starts Here” have visited the website. The majority (97%) of respondents have not been to the site.

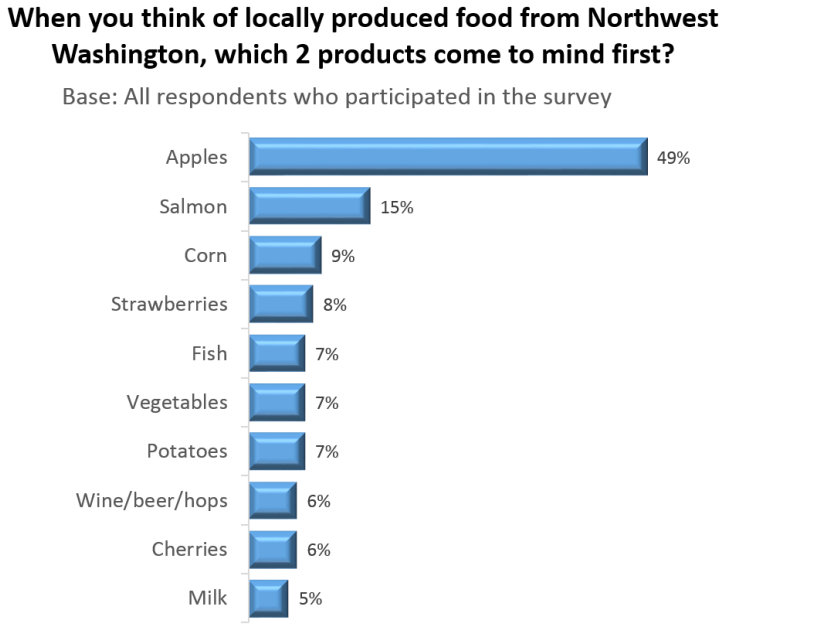
Figure 4: Has respondent visited website for “Puget Sound Start Here”



Fruit (mainly apples) and seafood are top of mind for respondents when asked about food locally produced in Northwest Washington.

Respondents were asked to share the top two locally produced foods they could think of from the Northwest part of Washington State. Figure 5 shows that apples were mentioned by nearly half of respondents as a locally produced food (49%), with salmon a distant second item (15%).

Figure 5: Top of mind locally produced food from Northwest Washington



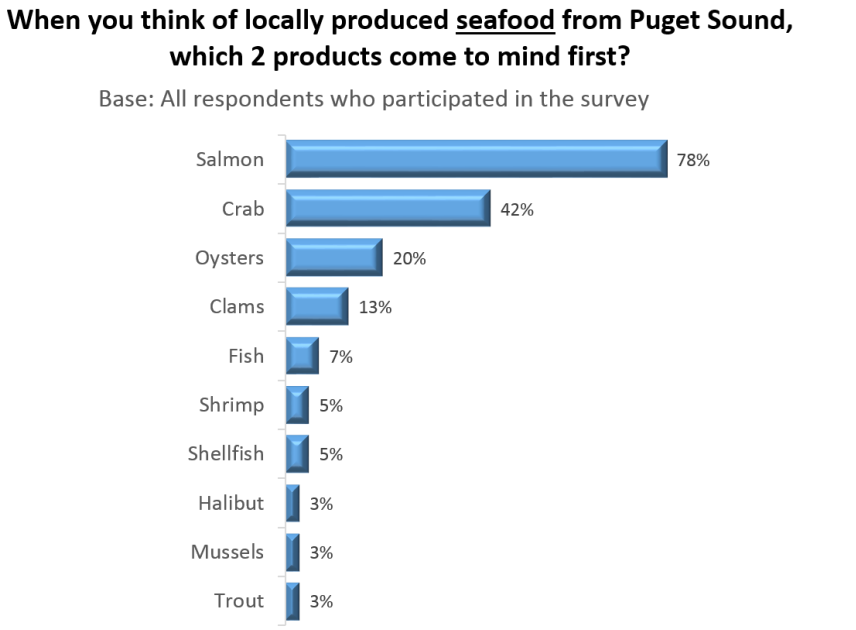
Note: Multiple responses allowed; percents may add up to more than 100. Only top 10 responses shown.

n=1877

Salmon and crab are the top two seafoods mentioned that people believe are locally produced from the Puget Sound.

Respondents were also asked to share the top two locally harvested seafoods they could think of from the Puget Sound region. Figure 6 shows that salmon (78%) and crab (42%) were mentioned most often. Different types of shellfish, fish, and shrimp were also listed as seafood harvested directly from the Puget Sound.

Figure 6: Top of mind locally produced seafood food from Puget Sound



Respondents were then asked if the following foods are harvested directly from Puget Sound.

As seen in Figure 7, the majority of respondents are confident that mussels (88%), geoduck (81%), shrimp (61%), and soft shell crab (54%) are harvested in the Puget Sound. There is more confusion about whether or not sea cucumbers and sea urchins are harvested in the Puget Sound, and respondents are fairly confident that Ahi Tuna (69% said "no") and lobster (69% said "no") are *not* harvested in the Puget Sound.

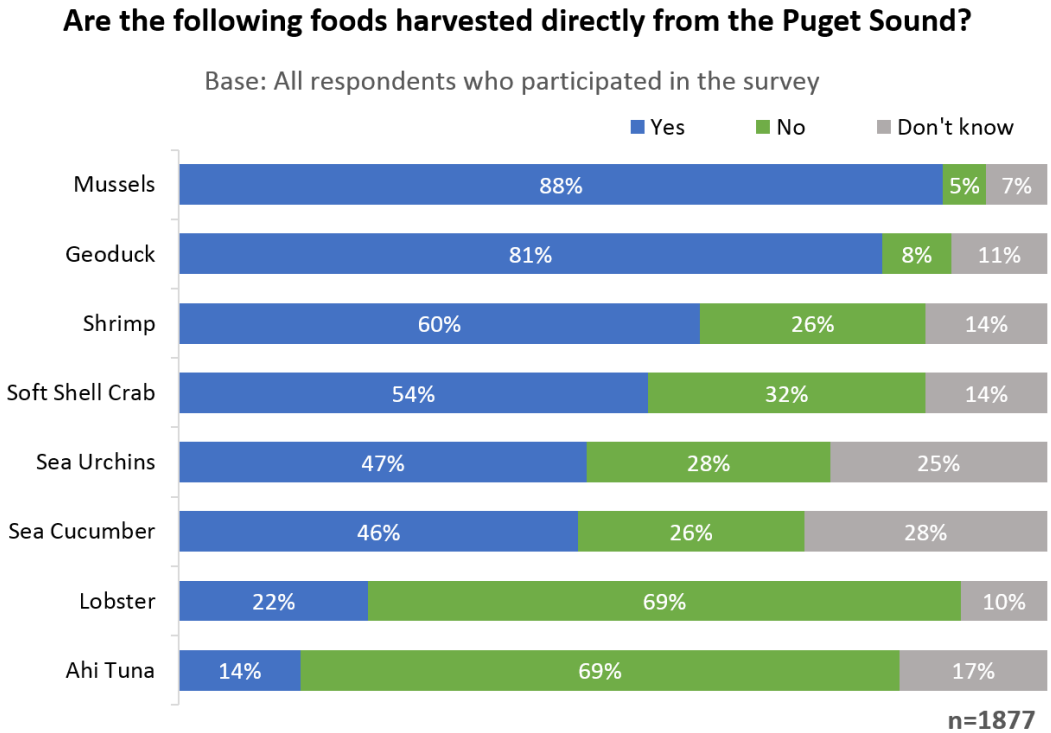


Figure 7: Awareness of foods harvested directly from Puget Sound

Those who were more likely to think that Sea Urchins are harvested directly from Puget Sound were:

- Women (49%) compared to men (45%)[4]

Those who were more likely to think that Sea Cucumbers are harvested directly from Puget Sound were:

- Those with children (under 18 years of age) at home (53%) compared to those without children at home (42%)[5]

Those who were more likely to think that lobsters are harvested directly from Puget Sound were:

- Renters (36%) compared to home owners (17%).[6]
- Respondents under the age of 35 (39%) compared to those ages 35-54 (16%) or 55 and older (12%).[7]
- Those who have lived in the area for less than 6 years (41%) compared to those living in the area for 6 years or more (18%)[8]
- Non-Caucasian residents (36%) compared to Caucasian residents (19%)[9]
- Those with an income below $35,000 per year (29%) compared to those with an income of $35,000 or more per year (20%).[10]

Those who were more likely to think that Ahi tuna are harvested directly from Puget Sound were:

- Renters (27%) compared to home owners (10%).[11]
- Respondents under the age of 35 (25%) compared to those ages 35-54 (11%) or 55 and older (7%).[12]
- Those who have lived in the area for less than 6 years (34%) compared to those living in the area for 6 years or more (11%)[13]
- Non-Caucasian residents (27%) compared to Caucasian residents (12%)[14]
- Those with an income below $35,000 per year (24%) compared to those with an income of $35,000 or more per year (12%).[15]

Those who were more likely to think that soft shell crabs are harvested directly from Puget Sound were:

- Renters (64%) compared to home owners (51%).[16]
- Respondents under the age of 35 (66%) compared to those ages 35-54 (54%) or 55 and older (43%).[17]
- Those who have lived in the area for less than 6 years (66%) compared to those living in the area for 6 years or more (52%)[18]

Those who were more likely to think that shrimp are harvested directly from Puget Sound were:

- Registered voters (62%) compared to unregistered voters (46%).[19]
- Residents of the North (72%) or West (68%) regions compared to the North Central (64%), King (58%), or South (52%) regions. [20]

Those who were more likely to think that geoduck is harvested directly from Puget Sound were:

- Owners (85%) compared to renters (72%).[21]
- Respondents over the age of 55 (89%) compared to those under age 35 (70%) or ages 35-54 (84%).[22]
- Those who have lived in the area for less than 6 years (58%) compared to those living in the area for 6 years or more (85%)[23]
- Caucasian residents (83%) compared to non-Caucasian residents (72%)[24]
- Residents of the West region (94%) compared to those in the South (83%), King (79%), North Central (78%) or North (80%) regions. [25]

Those who were more likely to think that mussels are harvested directly from Puget Sound were:

- Registered voters (89%) compared to unregistered voters (82%).[26]
- Those without a Hispanic background (89%) compared to those with a Hispanic background (72%).[27]
- Caucasian residents (89%) compared to non-Caucasian residents (83%)[28]

Items actually harvested from Puget Sound waters include mussels, geoduck, shrimp, sea urchins and sea cucumbers. Seafood not harvested in this region includes soft shell crab, lobster, and Ahi tuna.

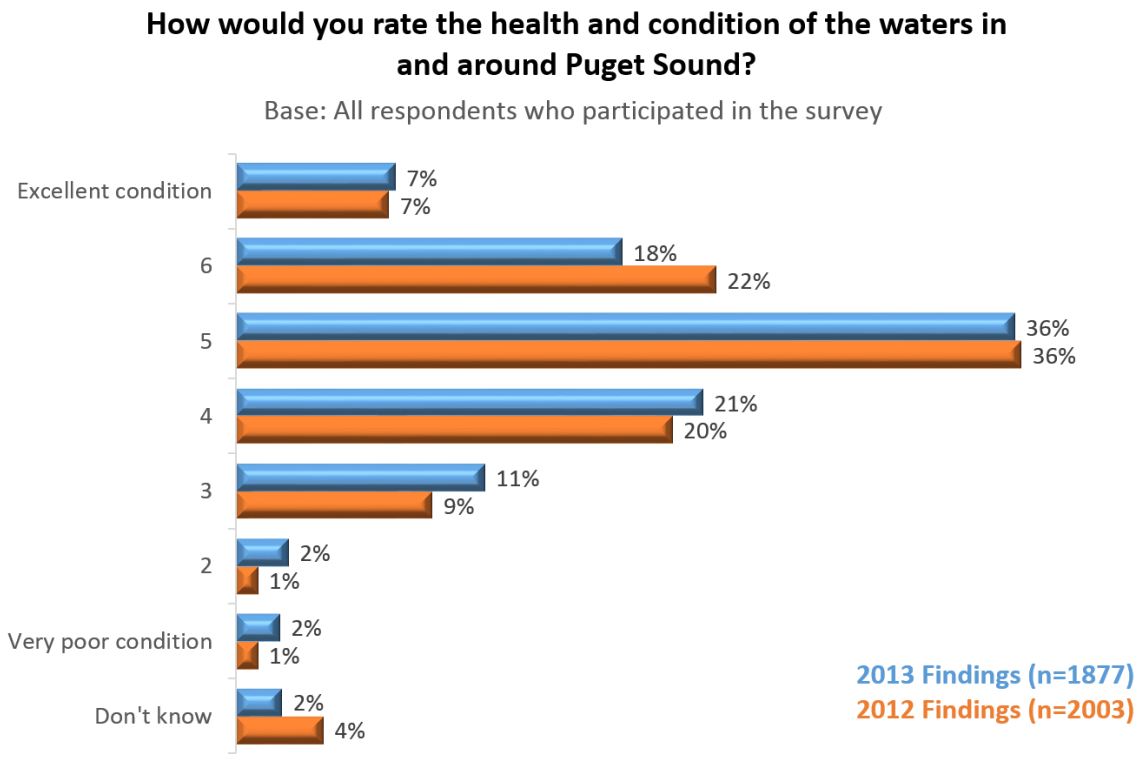
ATTITUDES ABOUT HEALTH OF PUGET SOUND

Survey respondents were asked their opinions about the condition and health of the Puget Sound waters and how urgent they thought it was to clean up and protect the waters for the second year in a row.

Overall, most think the health and condition of the waters in and around the Puget Sound are good or excellent. This perception is "on par" with the findings in 2012.

Figure 8 shows respondents were asked to rate the health and condition of the Puget Sound waters on a scale from 1 (very poor condition) to 7 (excellent condition). Most respondents rated the health of the Puget Sound waters at a 5 or better (61%), with seven percent rating the condition of the Puget Sound waters as excellent.

Figure 8: Rating of health and condition of Puget Sound waters



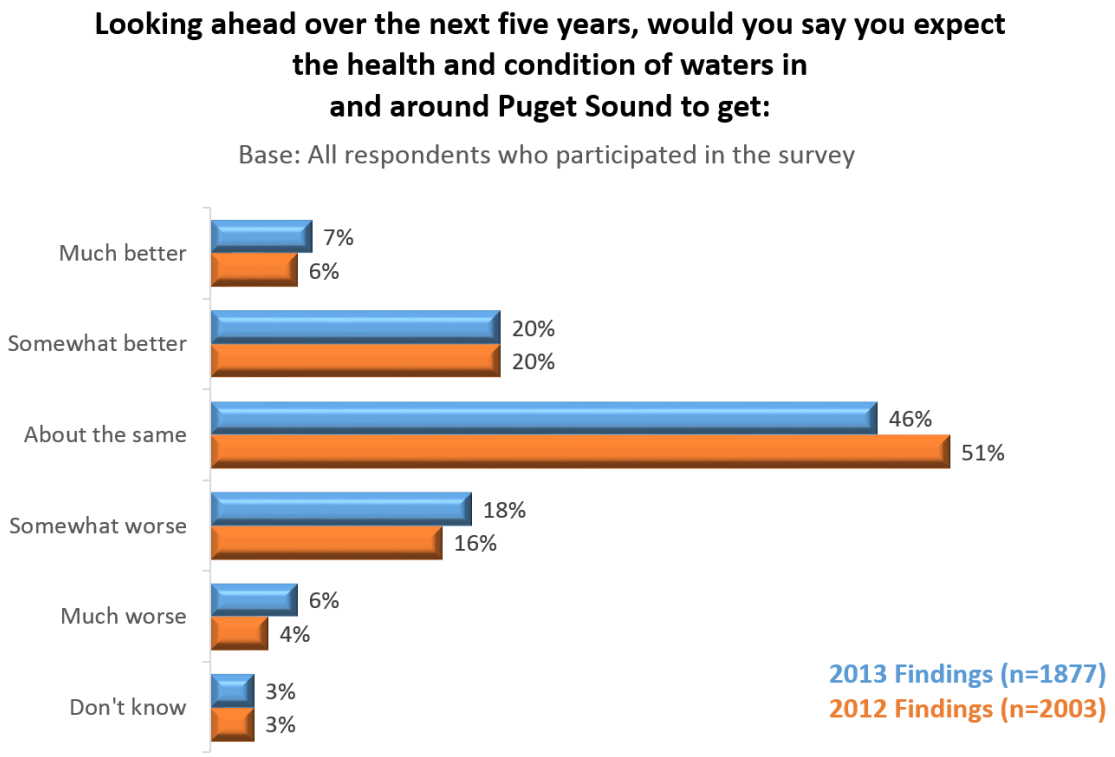
Those who were more likely to rate the health and condition of Puget Sound waters as good or excellent (5, 6, or 7 on scale) were:

- Those with children in their homes (66%) compared to those without children (58%).[29]
- Self-identified conservatives (77%) compared to those with self-identified moderate (58%), liberal (53%), or independent (50%) political views. [30]
- Homeowners (63%) compared to renters (52%).[31]

Most expect the health and condition of the waters in and around the Puget Sound to remain about the same over the next five years. This finding is also on par with findings from 2012.

When asked whether they expected the health and condition of the Puget Sound waters to get better, worse or stay the same over the next five years, Figure 9 shows just under half of respondents (46%) reported that they expected it would remain about the same. Over one quarter (27%) reported that they expected the health and condition of the Puget Sound waters to get better and one quarter (24%) reported that they expected it to get worse.

Figure 9: Expected change in the health and condition of Puget Sound waters

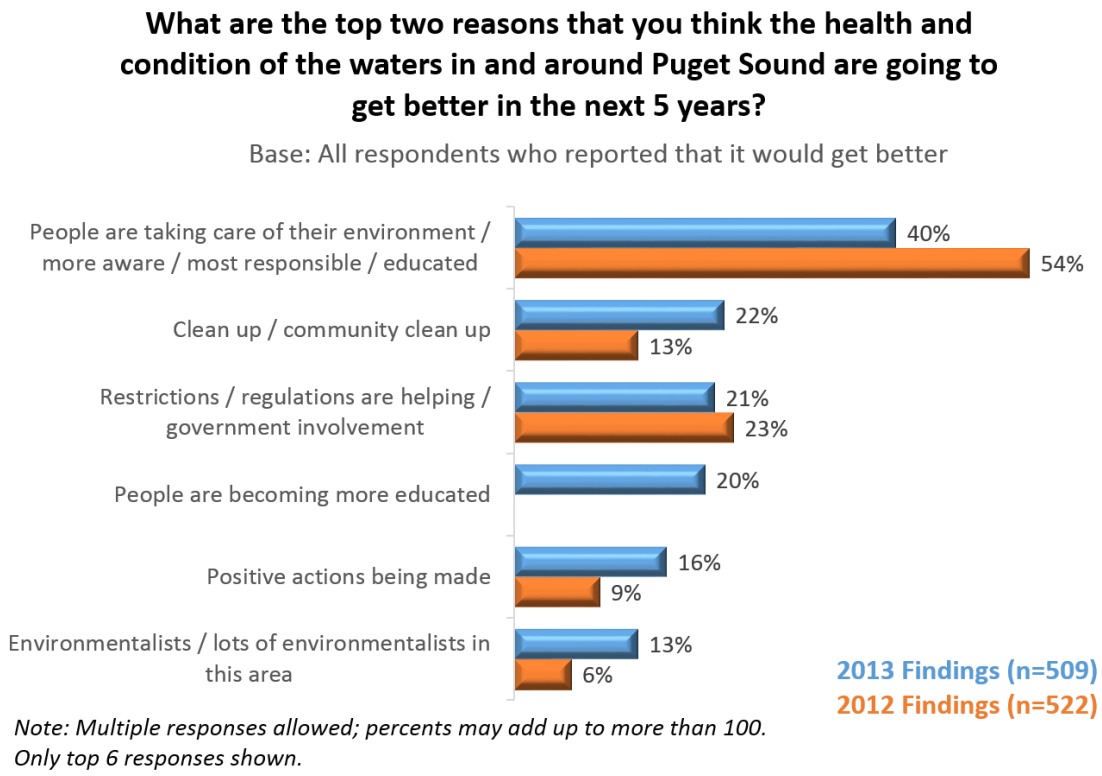


Those who were more likely to report that the health and condition of the Puget Sound waters will get *worse* were:

- Those who self-identified as liberals (31%) compared to self-identified moderate (26%) or conservative (15%) political views. [32]

When asked about the reasons why they think the health and condition of the Puget Sound waters will get better, worse or stay the same, Figure 10 shows the top reason respondents thought the waters will get *better* in the next five years is due to people taking care of their environment (40%). Roughly one-fifth of respondents also thought it will get better due to community clean-up (22%), government restrictions (21%), and with people becoming more educated about harmful substances in the sound (20%). Results are similar to 2012, but fewer thought people are taking care of their environment (40% vs. 54% in 2012) and more respondents thought the community is helping to clean up the area (22% vs. 13% in 2012).

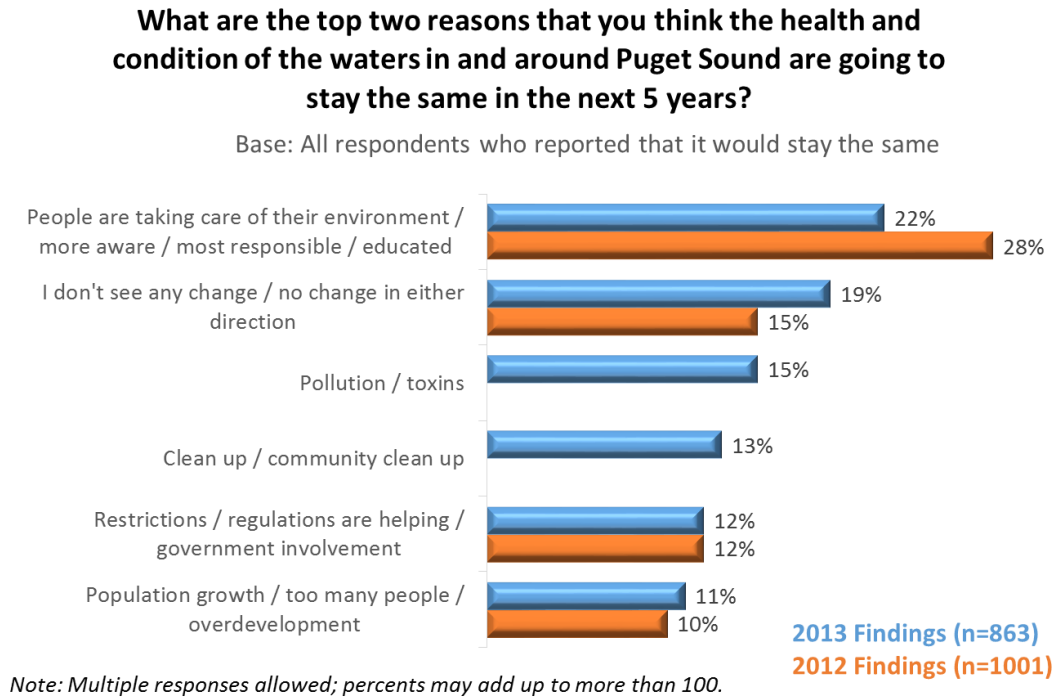
Figure 10: Reasons why health and condition of Puget Sound waters will get better



Note: Multiple responses allowed; percents may add up to more than 100. Only top 6 responses shown.

As seen in Figure 11, respondents who said that it would *stay the same* reported people are aware/taking care of the environment (22%), don't see any change (19%), and there are pollution and toxins in the water (15%) as their top three reasons for no change. Slightly fewer respondents thought that the water condition will stay the same due to people taking care of their environment (22% vs. 28% in 2012) and slightly more thought they did not see any change in either direction (19% vs. 15% in 2012).

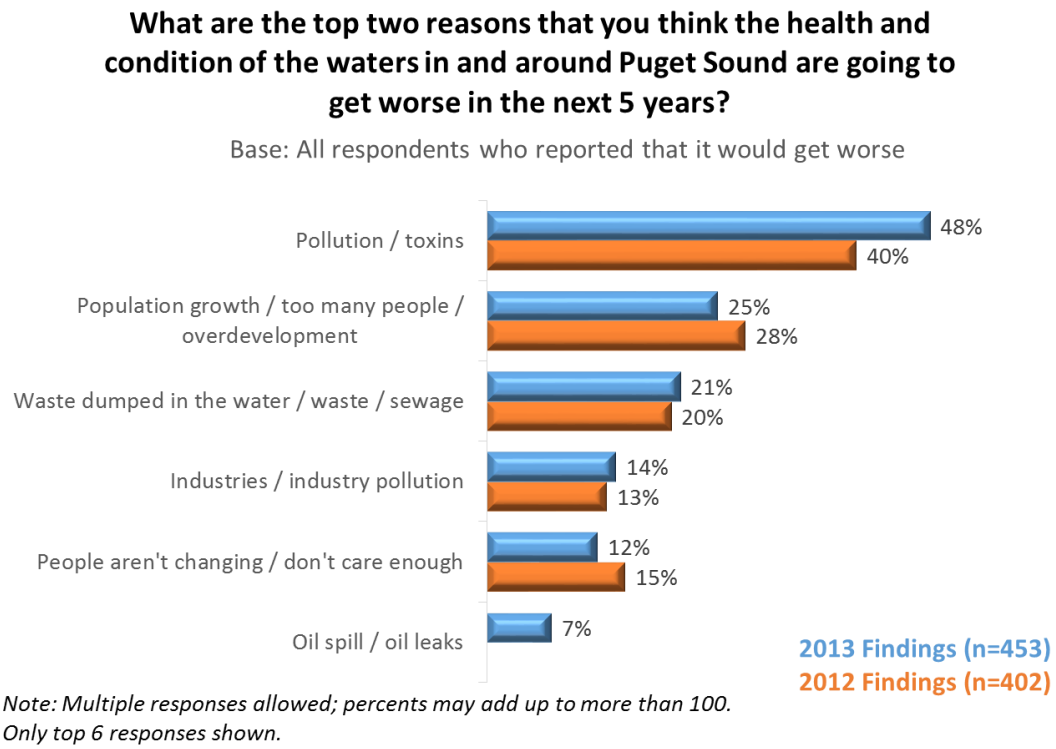
Figure 11: Reasons why health and condition of Puget Sound waters will stay the same



Note: Multiple responses allowed; percents may add up to more than 100.
Only top 6 responses shown.

Figure 12 shows respondents who said that it would *get worse* reported pollution/toxins (48%), population growth/overdevelopment (25%) and waste being dumped in the water (21%) as their top three reasons for this change. Results are similar to 2012, though an increase in respondents who thought the water condition would get worse indicated this was due to pollution in the water (48% vs. 40% in 2012).

Figure 12: Reasons why health and condition of Puget Sound waters will get worse

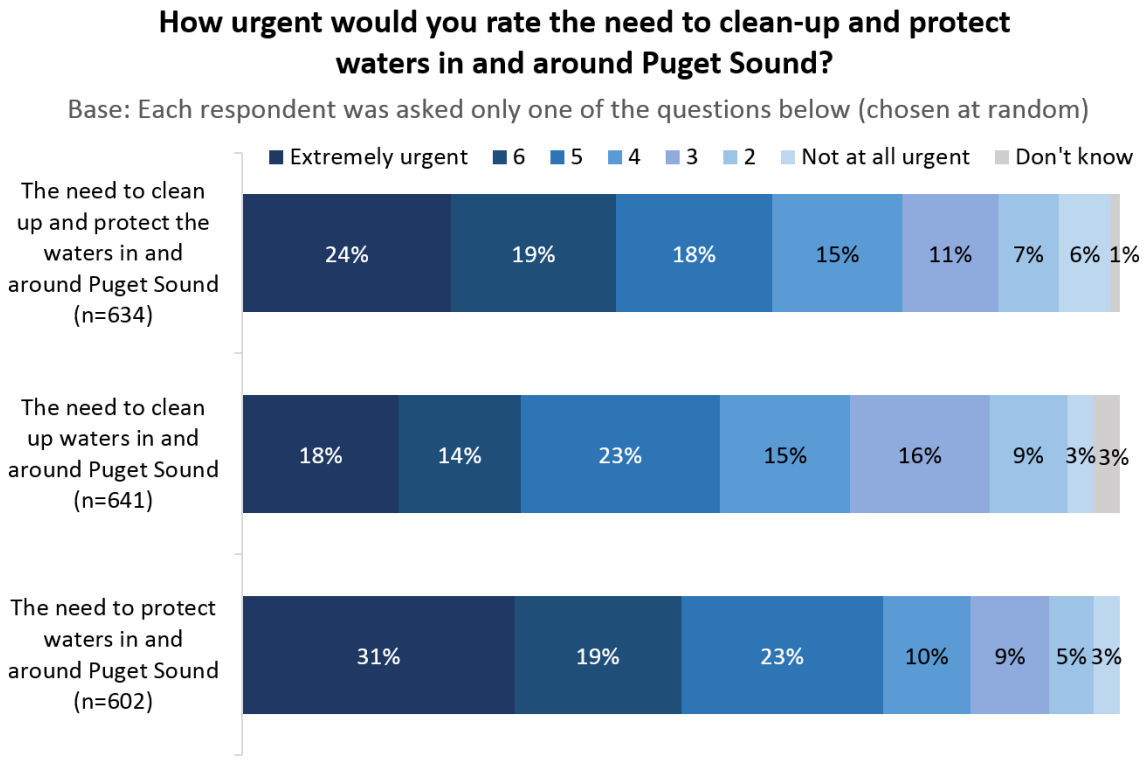


Note: Multiple responses allowed; percents may add up to more than 100. Only top 6 responses shown.

Most think the need to clean up and protect waters in and around Puget Sound is urgent.

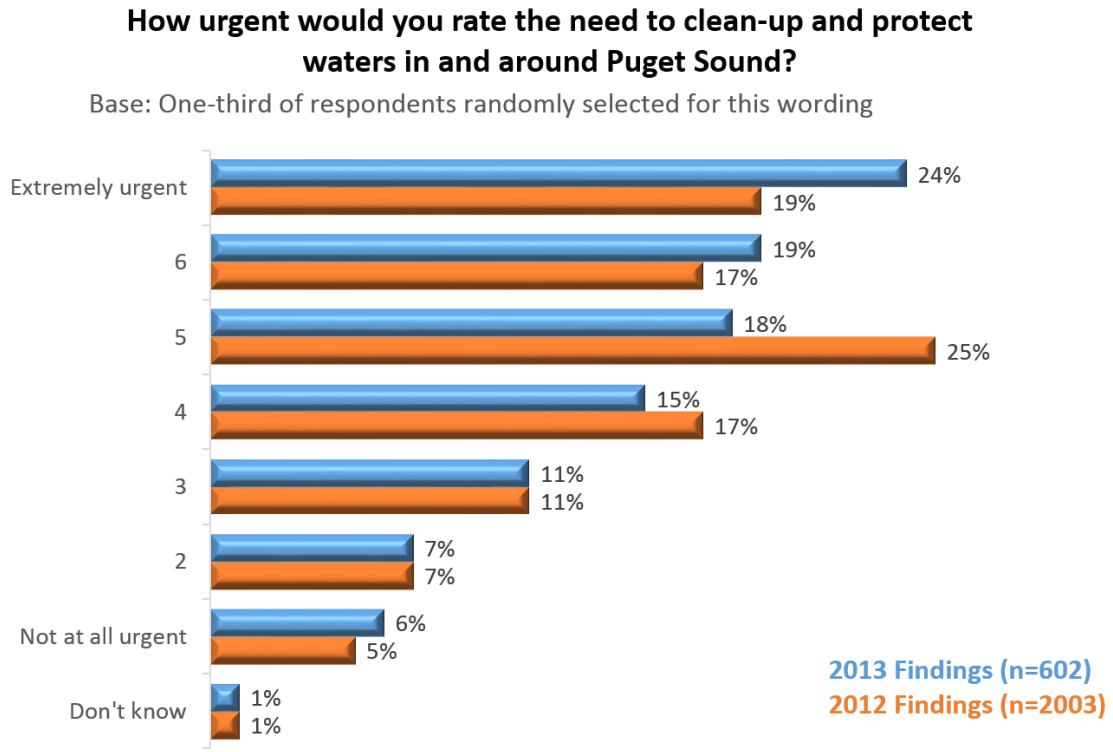
Respondents were asked to rate on a 7-point scale (with 1 being 'not at all urgent' and 7 being 'extremely urgent'), how urgent they would rate the need to clean up and protect waters in and around Puget Sound. This year, this question was asked three different ways, as shown in Figure 13. One emphasized the need to clean-up and protect the Puget Sound, one emphasized just cleaning-up the Sound, and the last emphasized just protecting the Puget Sound. The overall finding was that the term "protect" received greater support for the level of urgency (50% gave a 6 or 7 on the scale) than just cleaning-up the waters (32%) gave a 6 or 7 on the scale).

Figure 13: Rating of how urgent the need to clean up and protect Puget Sound waters (individual)



While there is no change in the total percentage of people who feel the urgency of Puget Sound clean-up and protection as urgent (score of 5 and above), Figure 14 shows the percentage of people with a higher sense of urgency (score of 7) showed a significant increase when compared with the 2012 survey results (24% vs. 19% in 2012).

Figure 14: Rating of how urgent the need to clean up and protect Puget Sound waters (compared)



Those who were more likely to rate the needs to clean up and protect waters in and around Puget Sound as urgent were:

- Those age 55 and older (68%) or 35 to 54 (62%) compared to those under 35 (52%).[33]
- Renters (69%) compared to home owners (61%).[34]
- Residents who self-identified as liberals (78%) compared to those who self-identified as conservatives (41%).[35]
- Caucasian residents (64%) compared to those who are not Caucasian (45%).[36]
- Residents with an income below $35,000 (71%) compared to those with an income of $35,000 or more (60%).[37]

BELIEFS ON THE EFFECTS OF HOUSEHOLD PRACTICES ON WATER QUALITY

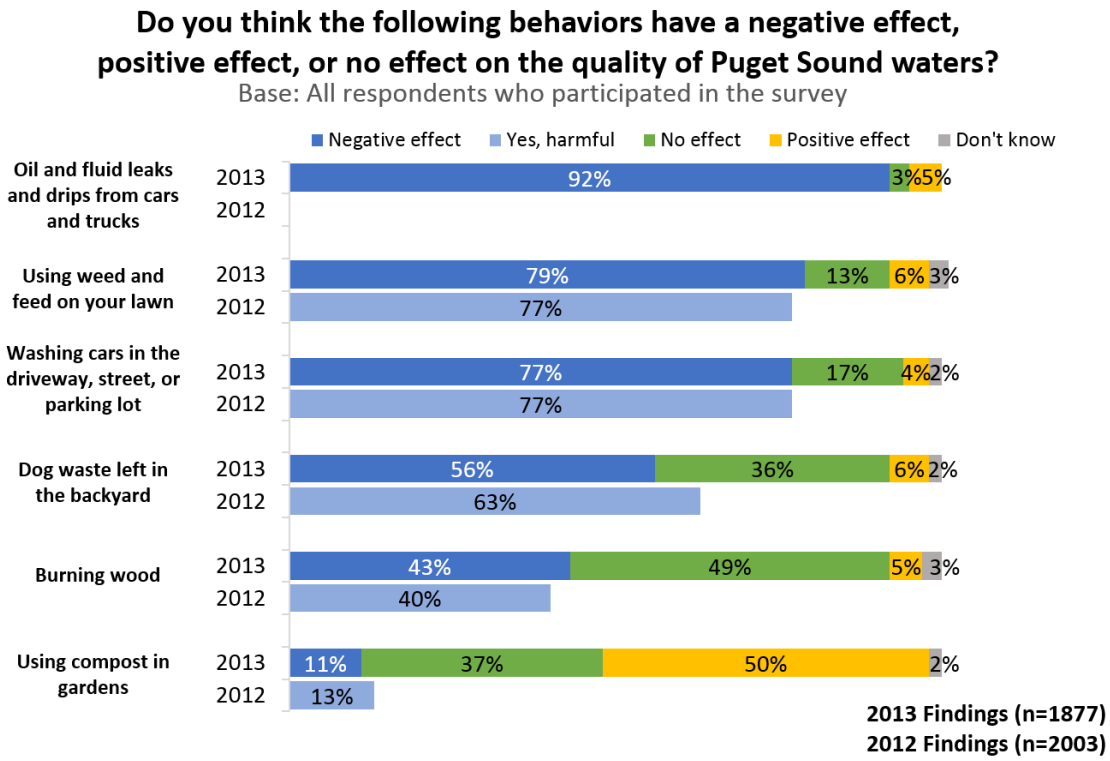
Respondents were asked questions to assess their knowledge of what sorts of activities they thought were harmful to water quality and what type of things would be helpful in choosing household cleaners.

Most are aware of the activities that negatively impact water quality in the Puget Sound.

When asked which activities they thought have a negative effect on water quality, Figure 15 shows most respondents reported that oil and fluid leaks from cars (92%), using weed and feed on your lawn (79%), washing cars in the driveway (77%), and leaving dog waste in the backyard (56%) has a negative effect on the quality of Puget Sound waters. Burning wood was thought to have *no effect* on Puget Sound waters by nearly half of respondents (49%) and half thought that using compost in their gardens has a positive effect on the quality of Puget Sound waters (50%).

This question was asked differently in 2012 to where respondents answered either a yes or no to whether each behavior was harmful to water quality. Even with the question change, those who said yes it was harmful in 2012 are similarly represented as those who said each had a negative effect on Puget Sound waters in 2013.

Figure 15: Effect of activities on water quality



Those who were more likely to say using chemical products to control weeds or other plants in residential areas had a negative effect were:

- Registered voters (80%) compared to those not registered to vote (68%).[38]
- Those who have lived in the area for 6 years or more (80%) compared to those living in the area for less than 6 years (71%).[39]
- Self-identified liberals (84%) compared to self-identified conservative (69%).[40]
- Caucasians (80%) compared to non-Caucasian residents (71%).[41]

- Those with an income of $35,000 per year or more (81%) compared to those with an income below $35,000 (73%).[42]

Those who were more likely to say oil and fluid leaks and drips from cars and trucks have a negative effect on water quality were:

- Homeowners (93%) compared to renters (88%).[43]
- Registered voters (93%) compared to those not registered to vote (86%).[44]
- Caucasian residents (93%) compared to those who are not Caucasian (84%).[45]

Those who were more likely to say using compost in gardens would have a negative effect on water quality were:

- Residents who have lived in the area for less than 6 years (21%) compared to those who have lived in the area for 6 or more years (10%).[46]
- Those who are not Caucasian (22%) compared to those who are Caucasian (10%).[47]

Those who were more likely to say washing cars in the driveway, street, or parking lot would have a negative effect on water quality were:

- Residents without a Hispanic background (78%) compared to those with a Hispanic background (59%).[48]
- Self-identified liberals (81%) compared to self-identified conservatives (64%).[49]
- Those who are Caucasian (78%) compared to those who are not Caucasian (68%).[50]
- Residents with an income of $35,000 or more per year (80%) compared to those with an income below $35,000 (71%).[51]

Those who were more likely to say dog waste left in the backyard would have a negative effect on water quality were:

- Women (64%) compared to men (47%)[52]
- Homeowners (58%) compared to renters (50%).[53]
- Respondents aged 55 and over (62%) compared to respondents aged 35-54 (55%) or under age 35 (51%).[54]

Those who were more likely to say burning wood would have a negative effect on water quality were:

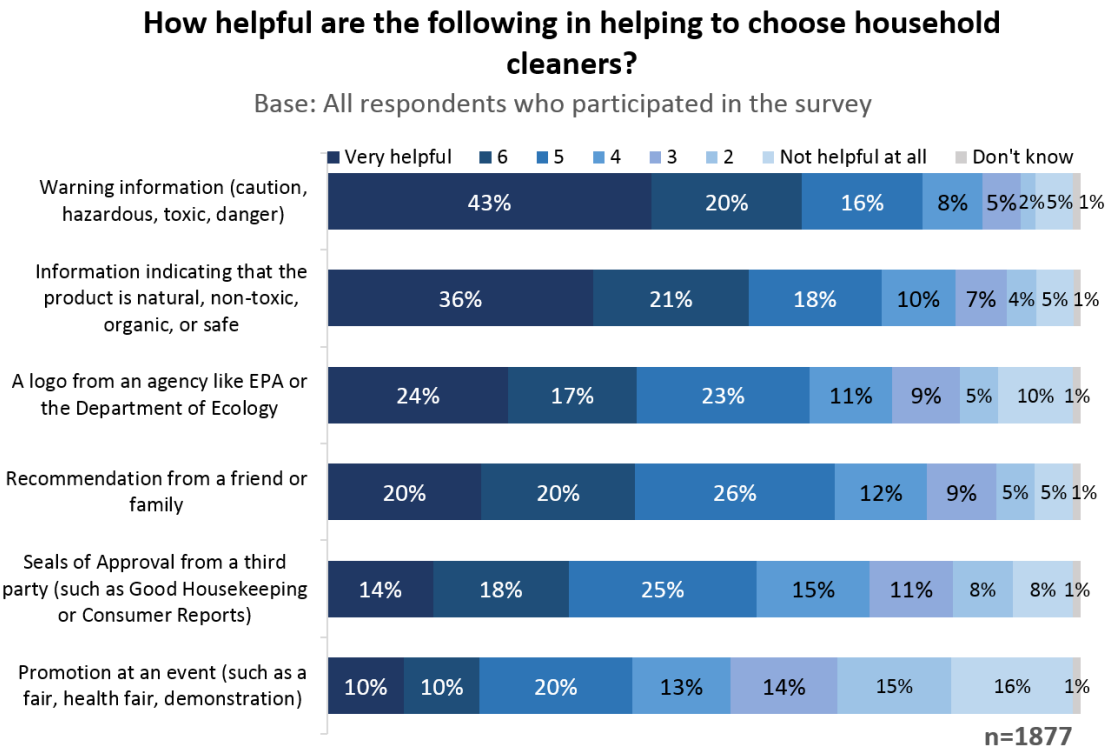
- Women (48%) compared to men (37%)[55]
- Self-identified liberals (54%) compared to self-identified conservatives (33%).[56]
- Residents who are not Caucasian (49%) compared to those who are Caucasian (42%).[57]

When choosing household cleaners, specific information on the product packaging is most helpful to ensure products are safe.

When asked how helpful certain information is when choosing household cleaning products, Figure 16 shows respondents shared that warning information (79% rated a 5, 6, or 7 on scale), information indicating the product is natural or safe (75%), recommendations from a friend (66%), or a logo from the

EPA or Department of Ecology (64%) would be most helpful. Promoting cleaning products at events (45% rated a 1, 2, or 3 on scale) or having seals of approval from a third party (27%) would not be especially helpful for most respondents.

Figure 16: Helpfulness of information when choosing household cleaning products



Those who were more likely to consider a logo from an agency like EPA or the Department of Ecology helpful when choosing household cleaners (5, 6, or 7 on scale) were:

- Women (72%) compared to men (57%)[58]
- Self-identified liberals (76%) compared to self-identified conservative (50%).[59]
- Those who live in urban (65%), suburban (67%), or rural turning to suburban (70%) areas compared to those living in rural areas (55%).[60]

Those who were more likely to consider warning information helpful when choosing household cleaners (5, 6, or 7 on scale) were:

- Women (84%) compared to men (74%)[61]
- Residents who are not Caucasian (89%) compared to those who are Caucasian (78%).[62]

Those who were more likely to consider information indicating that the product is natural, non-toxic, organic, or safe helpful when choosing household cleaners (5, 6, or 7 on scale) were:

- Women (82%) compared to men (68%).[63]
- Self-identified liberals (86%) compared to self-identified conservatives (70%).[64]

Those who were more likely to consider Seals of Approval from a third party (such as Good Housekeeping or Consumer Reports) helpful when choosing household cleaners (5, 6, or 7 on scale) were:

- Women (63%) compared to men (52%).[65]
- Those age 55 and older (64%) compared to those age 35-53 (58%) or under 35 (51%).[66]

Those who were more likely to consider recommendations from family or friends helpful when choosing household cleaners (5, 6, or 7 on scale) were:

- Women (74%) compared to men (61%).[67]

Those who were more likely to consider promotions at an event (such as a fair, health fair, demonstration) helpful when choosing household cleaners (5, 6, or 7 on scale) were:

- Women (46%) compared to men (35%).[68]
- Residents who are not Caucasian (55%) compared to those who are Caucasian (39%).[69]
- Renters (50%) compared to homeowners (38%).[70]
- Residents with an income below $35,000 per year (52%) compared to those with an income of $35,000 or more per year (38%).[71]

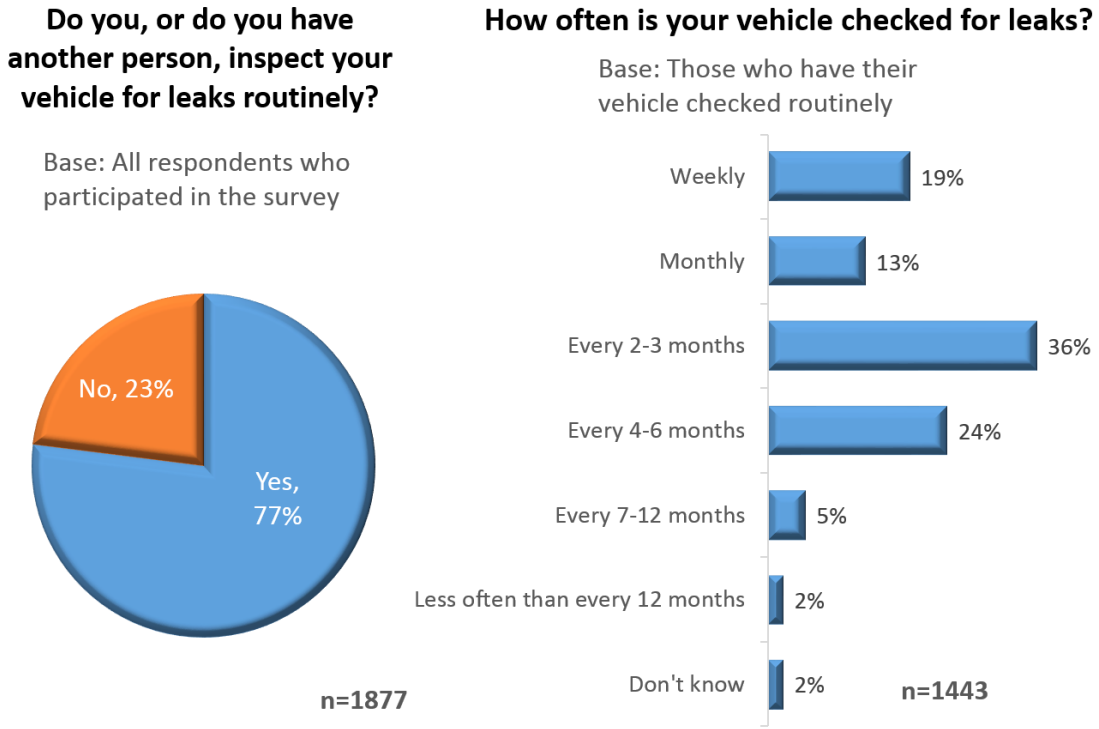
REGULARLY MONITORING VEHICLES FOR LEAKS

Respondents were asked various questions regarding whether or not their vehicle is checked for leaks, how often it is checked, who checks the vehicle, and whether or not it is checked when the oil is changed.

The majority indicated their vehicles are inspected routinely for leaks, but are not necessarily checked when oil changes occur.

As seen in Figure 17, respondents were asked if they or another person routinely inspect their vehicle for leaks and 77% said yes, their vehicle is checked regularly. When asked how often the vehicle is checked, 92% who do check their vehicle regularly reported their vehicle is checked at least every 6 months, with nearly one-third saying their vehicle is checked at least once a month (32%).

Figure 17: Routine nature of vehicle leaks and frequency

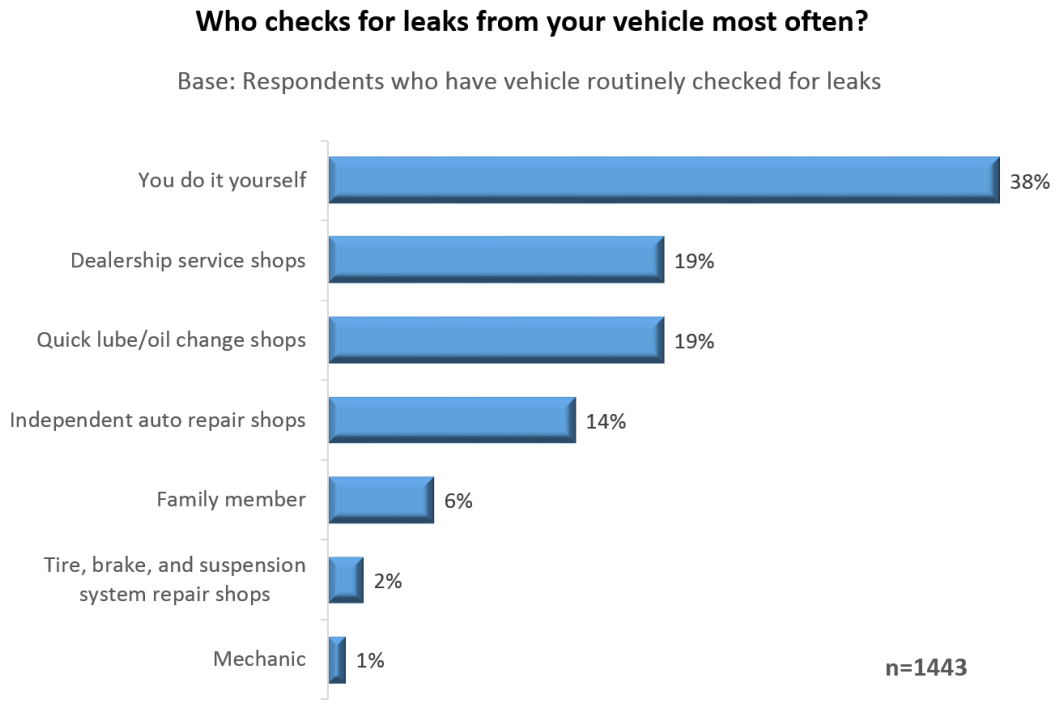


Those who were more likely to have their vehicle inspected routinely were:

- Homeowners (82%) compared to renters (64%).[72]
- Residents who are registered to vote (79%) compared to those not registered to vote (63%).[73]
- Caucasian residents (79%) compared to those who are not Caucasian (65%).[74]
- Residents with an income of $35,000 per year or more (80%) compared to those with an income below $35,000 (62%).[75]

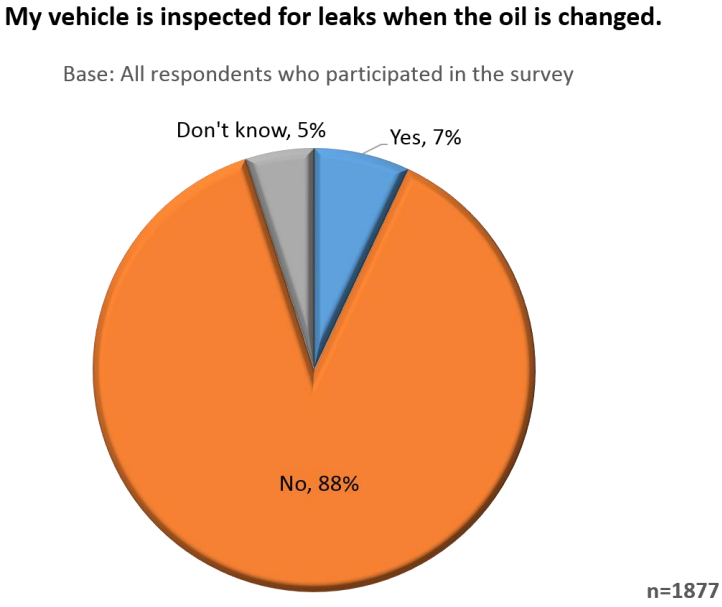
Respondents who have their vehicle checked routinely were asked who checks for leaks on your vehicle. As shown in Figure 18, nearly two out of five respondents check their own vehicle for leaks (38%), but many rely on dealerships (19%), quick lube or oil change shops (19%), independent repair shops (14%), family members (6%), or tire shops (2%) for help.

Figure 18: Person responsible for checking leaks



All respondents were asked if their vehicle was inspected for leaks when the oil is changed. Figure 19 shows less than one in ten said their vehicle is checked when the oil is changed (7%). Most said their vehicle was not inspected when the oil was changed (88%) and 5% were unsure.

Figure 19: Whether or not vehicle is inspected during oil change



Those who were more likely to believe that their vehicle is inspected for leaks when the oil is changed were:

- Registered voters (89%) compared to those who are not registered to vote (81%). [76]
- Residents with a yearly income of $35,000 or more (91%) compared to those with an income less than $35,000 per year (79%).[77]

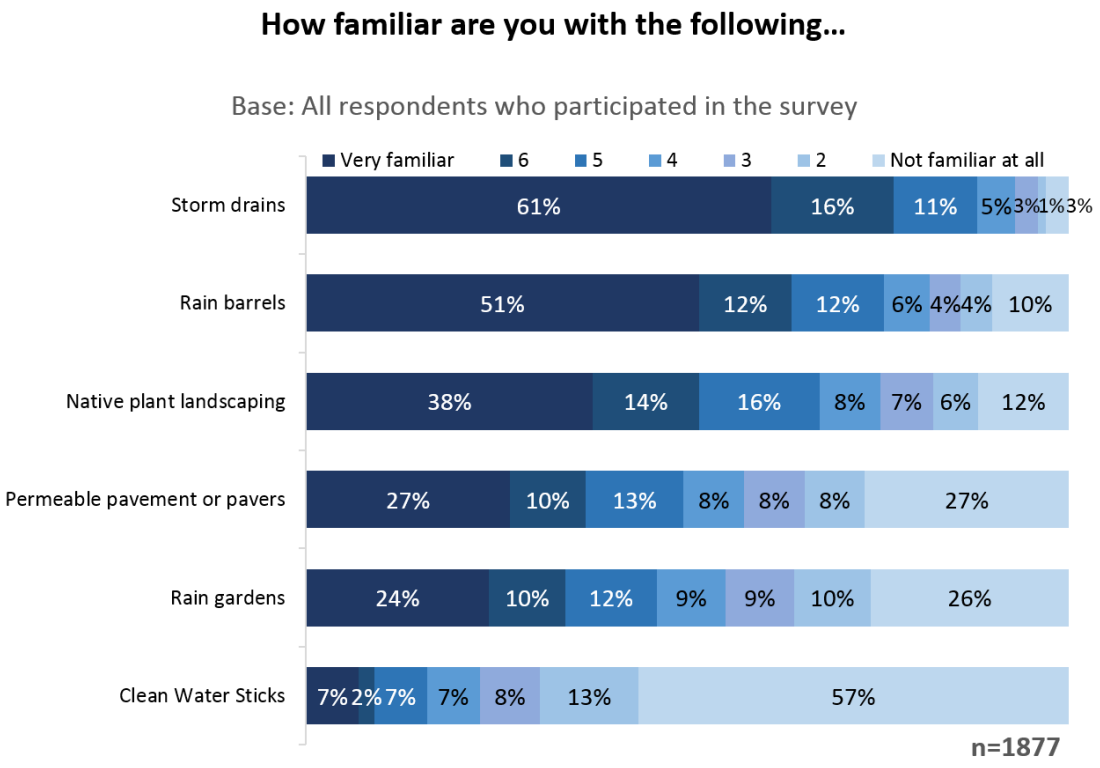
FAMILIARITY WITH TERMS

Respondents were asked about their familiarity with several terms relating to storm water management.

Storm drains, rain barrels, and native plant landscaping are more familiar to respondents than clean water sticks, rain gardens, and permeable pavement or pavers.

Of the water management features listed, Figure 20 shows respondents are most familiar with storm drains (88% rated a 5, 6, or 7 on scale) and rain barrels (75%). Native plant landscaping is familiar to 68% of residents, but permeable pavement (50%), rain gardens (46%) are less familiar. Familiarity with clean water sticks was rated especially low. This item was added as a validity check on the other items presented to the respondents.

Figure 20: Familiarity with water collection terminology



Those who were more likely to believe they were familiar (5, 6, or 7 on scale) with storm drains were:

- Those without a Hispanic background (89%) compared to those with a Hispanic background (74%).[78]
- Caucasian residents (89%) compared to those who are not Caucasian (79%).[79]
- Those who have lived in the area for 6 years or more (89%) compared to those who have lived in the area for less than 6 years (81%).[80]
- Residents whose income was $35,000 or more (90%) compared to those whose income was below $35,000 (82%).[81]

Those who were more likely to believe they were familiar (5, 6, or 7 on scale) with rain barrels were:

- Respondents age 55 and older (83%) and those age 35-54 (84%) compared to respondents under age 35 (60%). [82]
- Caucasian residents (79%) compared to those who are not Caucasian (57%).[83]
- Registered voters (78%) compared to those not registered to vote (59%).[84]
- Those who have lived in the area for 6 years or more (78%) compared to those who have lived in the area for less than 6 years (61%).[85]
- Homeowners (80%) compared to renters (68%).[86]
- Residents whose income was $35,000 or more (78%) compared to those whose income was below $35,000 (70%).[87]

Those who were more likely to believe they were familiar (5, 6, or 7 on scale) with native plant landscaping were:

- Respondents age 55 and older (79%) and those age 35-54 (72%) compared to respondents under age 35 (52%). [88]
- Caucasian residents (70%) compared to those who are not Caucasian (55%).[89]
- Registered voters (69%) compared to those not registered to vote (56%).[90]
- Homeowners (73%) compared to renters (58%).[91]

Those who were more likely to believe they were familiar (5, 6, or 7 on scale) with permeable pavement or pavers were:

- Men (56%) compared to women (43%).[92]
- Respondents age 55 and older (57%) and those age 35-54 (53%) compared to respondents under age 35 (35%). [93]
- Caucasian residents (51%) compared to those who are not Caucasian (36%).[94]
- Registered voters (51%) compared to those not registered to vote (33%).[95]
- Homeowners (54%) compared to renters (36%).[96]
- Residents whose income was $35,000 or more (53%) compared to those whose income was below $35,000 (37%).[97]

Those who were more likely to believe they were familiar (5, 6, or 7 on scale) with rain gardens were:

- Respondents age 55 and older (52%) and those age 35-54 (49%) compared to respondents under age 35 (36%). [98]
- Registered voters (48%) compared to those not registered to vote (33%).[99]
- Those who have lived in the area for 6 years or more (48%) compared to those who have lived in the area for less than 6 years (35%).[100]

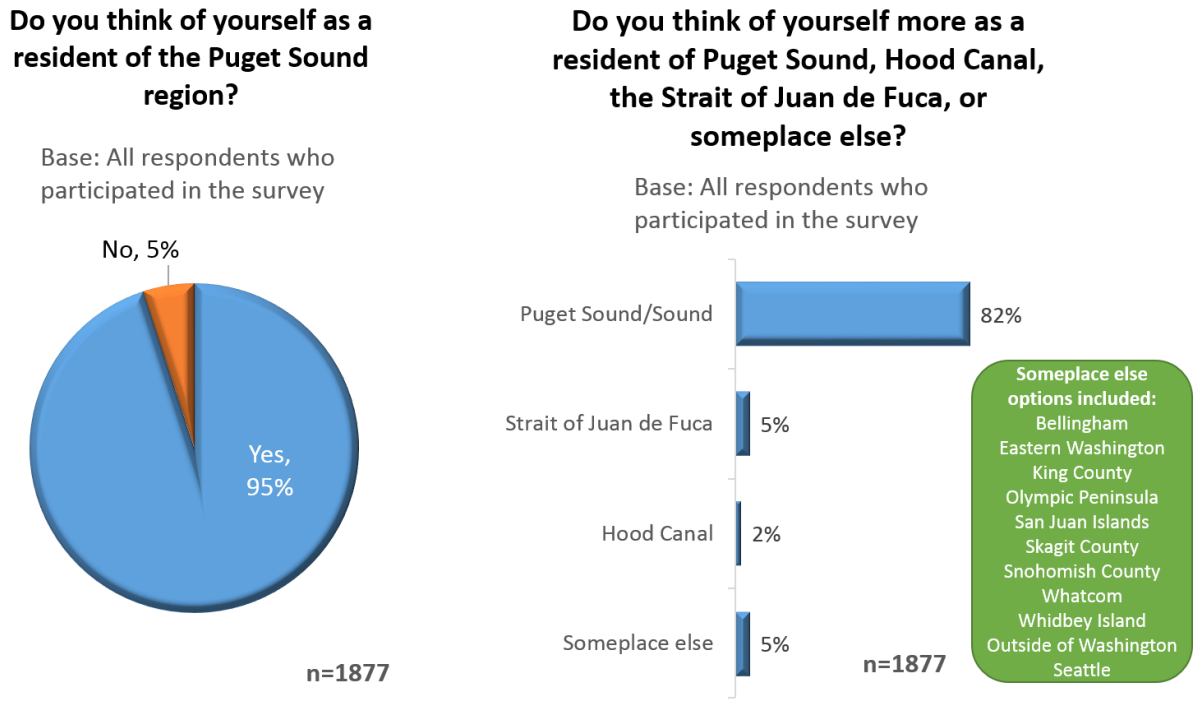
IDENTIFICATION WITH COMMUNITY

Respondents were asked about their residency in the Puget Sound area, which term best describes the area they are a resident of, how it is best to communicate with them, and if they are aware of organizations in their community who help protect the waters of Puget Sound.

Most respondents identify with being a resident of the Puget Sound area.

Respondents were asked if they think of themselves as a resident of the Puget Sound region and Figure 21 shows the majority said yes, they do (95%). They were also asked if there was another area they identified with more, and 82% still said they consider themselves a Puget Sound resident, but 5% think of themselves as more of a Strait of Juan de Fuca resident, 2% consider themselves a Hood Canal resident, and 5% identify with another area.

Figure 21: Identify as resident of Puget Sound or someplace else



Those who were *less likely* to think of themselves as residents of the Puget Sound region were:

- Renters (89%) compared to homeowners (97%).[101]
- Those not registered to vote (80%) compared to registered voters (97%).[102]
- Residents who have been in the area for less than 6 years (88%) compared to those living in the area for 6 or more years (96%).[103]

Regional Breakdown of Sense of Community

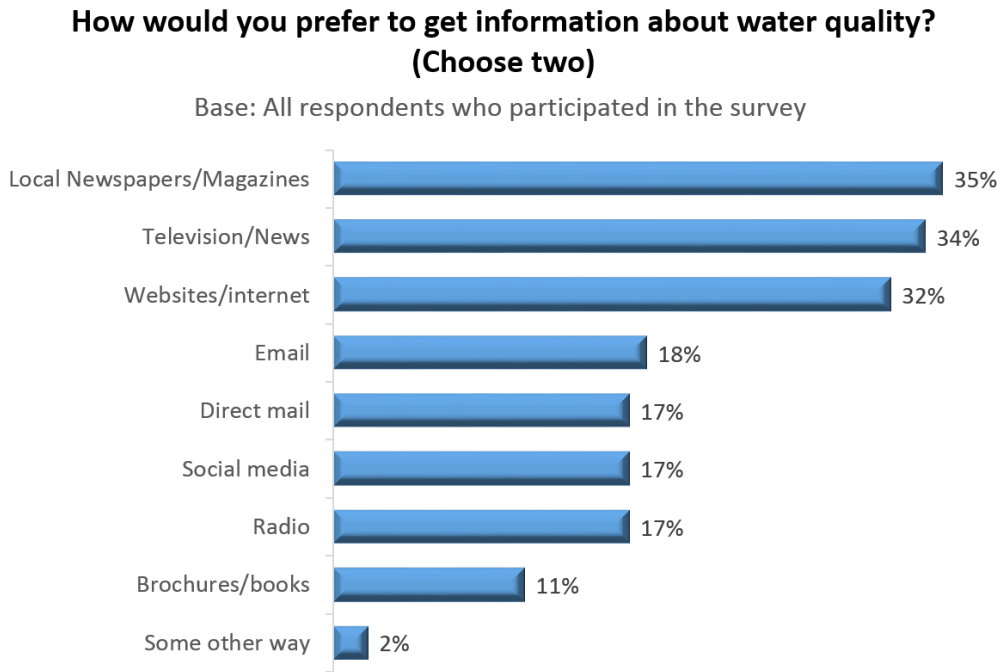
When asked further about sense of community, residents were able to break down more specifically where they identified their residency. Only half of Region 1 (Clallam, E. Jefferson, Kitsap, Mason) respondents consider themselves residents of Puget Sound – they identify more with the Hood Canal (21%), Strait of Juan de Fuca (19%), or even the Olympic Peninsula (3%). The majority of Region 2 (Thurston, Pierce) and Region 3 (King) residents consider themselves Puget Sound residents (89% each). Three-quarters of Region 4 (Snohomish, Island) residents identify with Puget Sound (79%) with an

association to the Strait of Juan de Fuca as well (8%). Lastly, 60% of Region 5 (Whatcom, Skagit, San Juan) residents consider themselves Puget Sound residents and feel more associated with the Strait of Juan de Fuca (22%), the San Juan Islands (3%), or Bellingham (3%).

Respondents rely on local news to get information about water quality.

When asked about how they would prefer to get information about water quality, Figure 22 shows respondents were most likely to list local news sources such as newspapers (35%), television news (34%), and the internet (32%). Email, direct mail, social media, and radio were each listed by roughly one out of 7 respondents.

Figure 22: Preferred communication mediums regarding water quality information

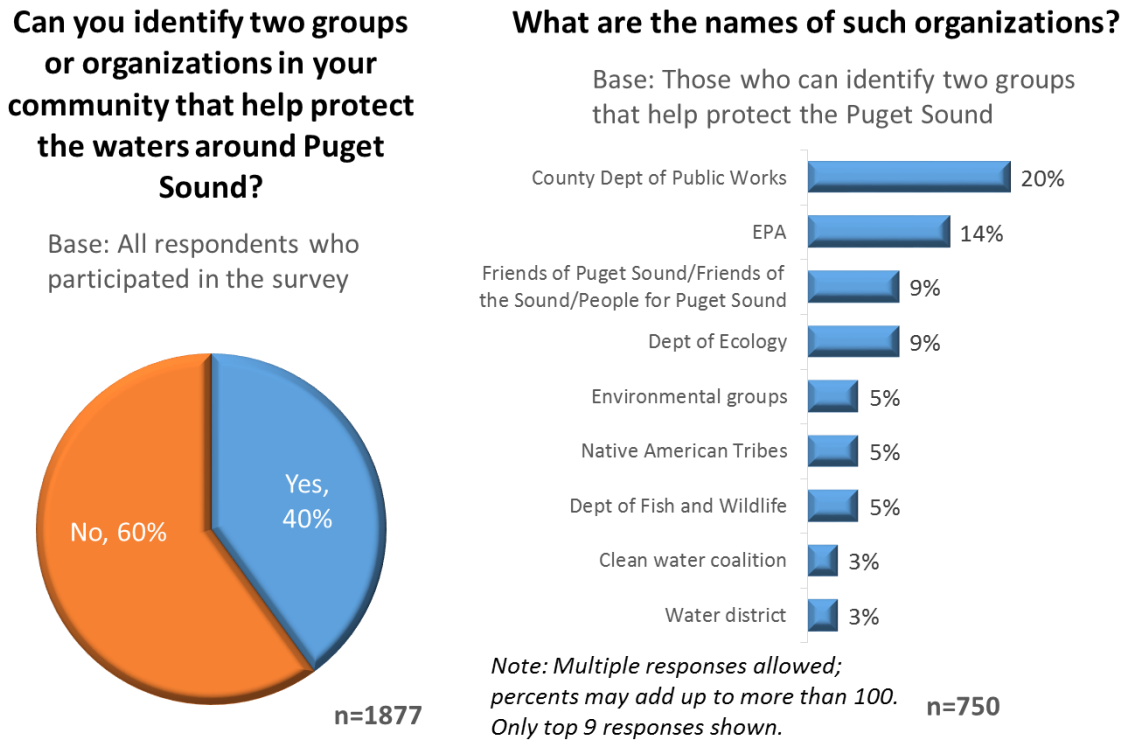


Note: Multiple responses allowed; percents may add up to more than 100. Only top 8 responses shown.

Less than half can identify at least two groups in the community that help protect the waters around the Puget Sound.

All respondents were asked if they could identify two groups or organizations in the community who help to protect the waters of the Puget Sound. Two out of five residents thought they could name at least two groups, as shown in Figure 23. Of those residents who thought they could identify two groups, they named the County Department of Public Works (20%), the EPA (14%), Friends of Puget Sound/Friends of the Sound/ People for Puget Sound (9%), the Department of Ecology (9%), and several others.

Figure 23: Identifying groups or organizations who help protect the Puget Sound



Those who were more likely to identify two groups or organizations in the community that help protect the waters around Puget Sound were:

- Those age 55 and older (48%) or 35 to 54 (44%) compared to those under age 35 (29%).[104]
- Residents with an income of $35,000 or more per year (90%) compared to those with an income below $35,000 (82%).[105]

MARKET SEGMENTS

We performed a cluster analysis to see if there were any natural groupings of respondents based on their attitudes about the health of the Puget Sound waters, urgency of needed clean up and knowledge of what activities are harmful to water quality, harvesting straight out of the Puget Sound, and water processing options. Cluster analysis is an exploratory data analysis technique designed to reveal natural groupings within a collection of data. As such, cluster analysis can suggest potentially useful ways of grouping residents and may help with tailoring outreach efforts. For a detailed cluster analysis table, see Appendix D.

Three clusters were identified:

Cluster 1 (44%) - Puget Sound Health – Invested in the Cause

Puget Sound is in poor health; it's going to get worse. Clean up is extremely urgent. They believe they know what is harmful to water quality and are interested in having more information to help them to better do their part in the community.

- Most likely to be female (59%) than male (41%)
- Most likely to be 35-54 (42%); more likely to be 55 or older (38%); less likely to be under 35 (20%)
- Most likely to have lived in Puget Sound region 6 or more years (89%) compared to less than 6 years (11%)
- Most likely to be liberal (42%) and moderate (37%) than conservative (19%)
- More likely to be Caucasian (88%) than not Caucasian (12%)
- More likely to have an income of $35,000 or more (83%)
- More likely to be currently registered to vote (92%)
- More likely to own their home (81%) than rent (19%)

Cluster 2 (26%) - Puget Sound Health – Aware, but not Concerned

Puget Sound is in good health, it's going to get better; cleanup is not urgent. They are relatively familiar with different water treatment techniques and what goes on in the Puget Sound, but additional information is not going to change their habits.

- Most likely to be male (66%) than female (34%)
- More likely to be 35-54 (41%); more likely to be 55 and older (35%); least likely to be under 35 (24%)
- Most likely to have lived in Puget Sound region 6 or more years (88%) compared to less than 6 years (12%)
- Most likely to be conservative (39%) or moderate (37%) than liberal (22%)
- More likely to be Caucasian (94%) than not Caucasian (6%)
- More likely to have an income of $35,000 or more (90%), the highest income group of the clusters
- More likely to be currently registered to vote (94%)
- Most likely to live in a rural area (29%) and less likely to live in an urban area (15%) than other clusters
- More likely to own their home (85%) than rent (16%)

Cluster 3 (31%) - Puget Sound Health – Unaware and Unconcerned

Puget Sound is in relatively good health, it's going to get better; clean-up is not urgent. They are not really sure what comes out of the Puget Sound and are not familiar with the water treatment techniques.

- More likely to be female (55%) than male (45%)
- Most likely to be 18-34 (52%); less likely to be 35-54 (29%); least likely to be 55 and older (19%)
- More likely to have lived in Puget Sound region 6 or more years (79%) compared to less than 6 years (21%)
- Most likely to be liberal (35%) and moderate (35%) than conservative (29%)
- More likely to be Caucasian (78%) than not Caucasian (22%), but highest compared to other clusters with non-Caucasians
- More likely to have an income of $35,000 or more (74%), but has the lowest income compared to other clusters
- More likely to be currently registered to vote (81%), but the lowest percentage (least likely) of all three segments to be registered.
- More likely to own their home (66%) than rent (34%), but is most likely of the segments to include renters

CONCLUSIONS

- Overall, most respondents continue to think that the health and condition of the Puget Sound waters is fairly good and expect it to remain about the same over the next five years. About a quarter expect it to get better because they see more people taking care of the environment and the community is getting out there and cleaning up. Even fewer expect it to get worse because of more pollution, overdevelopment and waste in the water.
- There appears to be an opportunity to better inform residents of the condition of the water as many gave a non-committal, middle of the road response to both the health and condition of the waters and projected change over the next five years
- The sense of urgency to take care of the Puget Sound waters increases when talking to residents about "protecting" the waters rather than just "cleaning-up" the area. Those who self-identify with the liberal political orientation are more likely to feel the Puget Sound is in poor condition and will worsen in the next five years and feel the urgency to clean up and protect the waters.
- While residents believe they are knowledgeable about which activities have a negative effect on the quality of Puget Sound waters, there is still room for improvement as there are differing views on the effect of dog waste left in the backyard, burning wood, and using compost in gardens. It is not obvious to residents which effect those activities have on the Puget Sound.
- One group who seems relatively disconnected to the Puget Sound are those who tend to fall into a minority group – those with a lower income, renters, Hispanic background, non-Caucasian. This segment seemed confused regarding what comes out of the Puget Sound and has little familiarity with any of the stormwater collection terms tested. This is a smaller subset

of people, but may be a good target market for changing public perception about the Sound's health.

- When making everyday decisions about picking out household cleaning products, the information noted on the label that is important to consumers includes warning messages on products, and clear messages communicating the natural and non-toxic nature of household cleaning products. These can be helpful to residents in making environmentally friendly choices. Seeing a third party approval system or agency logo would be helpful for many residents when making cleaning product purchases for their homes and carries almost as much weight as a recommendation from a friend or family members.
- The majority of vehicles are presumed to be checked for leaks at least every six months, typically by the resident themselves or an auto repair shop or dealer. Most respondents are under the impression that their vehicle is not checked for leaks during oil changes. There may be opportunities to work with maintenance shops to have this check as part of a routine oil change or inform residents to ask for a leak check while in for an oil change.

APPENDIX A: Detailed Methodology

Survey question development

PRR, in collaboration with the PSP project team, worked to craft the survey questions. The PSP project team reviewed early drafts; members of the Social Science Advisory Committee and scientists and managers within PSP also reviewed a later draft.
The final survey instrument contained questions measuring:

- Awareness of "Puget Sound Starts Here" campaign (4 items)
- Knowledge of locally produced food and seafood (10 items)
- Attitudes about the health and condition of Puget Sound waters (4 items)
- Awareness of impact of activities on Puget Sound (6 items)
- Value of specific information on household cleaners (6 items)
- Level of attention paid to vehicle leaks (4 items)
- Knowledge of storm water options (6 items)
- Awareness of organizations working to protect waters of Puget Sound (2 items)
- Demographics, voting behavior/political leanings, and residence characteristics (22 questions)

Pre-testing

The final survey questions were programmed into Computer Assisted Telephone Interviewing (CATI) software and pre-tested by monitoring approximately 20 completed interviews. Minor changes were made to the survey questions based on the pre-testing. The pre-test interviews were not included in the final data file. For a complete list of the survey questions, please see Appendix B.

Survey fielding

The random sample was originally drawn from two sample sources: Random Digit Dialing (RDD, for including both listed and unlisted landline phone numbers) and cell phone sample (to include both cell-only and cell-mostly households). We also eventually used a listed sample targeted to 18-34 year olds due to the difficulty of reaching and getting completed interviews with this age group.

The survey was fielded between September 19th and October 29th, 2013 to all 12 counties of the Puget Sound region, with a target of 375 respondents in each region:

- West region (Clallam, Eastern Jefferson, Kitsap, Mason)
- South region (Thurston, Pierce)
- King County region (King)
- North Central region (Snohomish, Island)
- North region (Whatcom, Skagit, San Juan)

Based on 2010 Census demographics for the twelve counties, we set a 50/50 quota for gender and the following quotas for the age categories: 18 to 19 (3%), 20 to 24 (9%), 25 to 34 (19%), 35 to 44 (18%), 45 to 54 (20%), 55 to 64 (16%), 65 to 74 (8%), 75 to 84 (5%), 85 and older (2%).

The final number of completed interviews was 1,877. The average length of time to complete the interview was 15 minutes. The overall margin of error for the 1,877 completed interviews was +/- 2.26%. The margin of error for each county was +/- 5.06%. The *response rate*[i] for the survey was 2.9% and the *cooperation rate*[ii] was 15.9%.

Data Analysis

In spite of our efforts to reach the typically hard to reach 18-34 year age range, the final sample fell short and needed to be statistically adjusted to match the adult age distribution in the Puget Sound area. We calculated two weights:

- Weight 1 was used to adjust the data to report results broken out by region
- Weight 2 was used to report results for all regions combined

Data analysis used appropriate descriptive statistical techniques (frequencies and percentages) and explanatory statistical techniques (Cramer's V, Kendall's Tau c[iii]) to test for the statistical significance of relationships between variables. Relevant coefficients and level of significance for cross-tabulations are presented in the endnotes section and are denoted by a superscript number in the body of the report. Statistically significant differences by region are reported in the body of the report. See Appendix C for all results broken out by region.

In addition, we performed a cluster analysis, which is an exploratory data analysis technique designed to reveal natural groupings within a collection of data based on responses to survey questions. We used the K-means non-hierarchical cluster analysis procedure available in SPSS. This procedure attempts to identify relatively homogeneous groups of cases based on selected characteristics, using an algorithm that can handle large numbers of cases. Prior to running the cluster analysis we converted the variables to z-scores to standardize the variables. Cluster analysis results may reveal meaningful ways to group survey respondents and may help with tailoring outreach efforts. (See Appendix D for the full cluster analysis results.)

[i] Using the approved American Association of Public Opinion Research approach, response rate is defined as the number of completed surveys plus partial or suspended surveys divided by the number of completed surveys, plus partial or suspended surveys, plus qualified refusals, plus break-offs, plus no answer, plus busy signal, plus answering machine, plus soft refusals, plus hard refusals, plus scheduled callbacks, plus unspecified callbacks.

[ii] Cooperation rate is defined as the number of completed surveys divided by the number of completed surveys plus refusals plus break-offs. Therefore, it is the percent of those contacted who qualified and who completed the survey.

[iii] *Cramer's V* is a measure of the relationship between two variables and is appropriate to use when one or both of the variables are at the nominal level of measurement. *Cramer's V* ranges from 0 to +1 and indicates the strength of a relationship. The closer to +1, the stronger the relationship between the two variables. *Kendall's Tau c* is a measure of the relationship between two variables and is appropriate to use when both of the variables are at the ordinal level of measurement. *Tau c* ranges from -1 to +1 and indicates the strength and direction of a relationship. The accompanying "p" scores presented in this report for Cramer's V and Tau c indicate the level of statistical significance.

APPENDIX B: Survey Questions

PSP – Task 2: Baseline and Tracking Survey

Hello, this is _____ from Pacific Market Research. We are conducting a survey among residents regarding issues in your part of the state and would like to include your views in our study. I assure you we are only seeking opinions and there will be no attempt to sell you anything or solicit a donation.

We would very much like to include your opinions. This survey will only take about 15 minutes of your time and your answers will be completely anonymous.

In order to get a representative sample, may I please speak with the youngest male/female in your household who is 18 years of age or older. Would that be you? [IF NOT, ASK IF THAT PERSON IS AVAILABLE. IF NOT ASK IF THERE IS SOMEONE ELSE AVAILABLE OVER THE AGE OF 18 WHO IS THE NEXT YOUNGEST. THEN READ THE ABOVE AGAIN.]

SCREENER QUESTIONS

1. Interviewer enter respondent gender
    1. Male (QUOTA 50%)
    2. Female (QUOTA 50 %)
2. What county do you live in?

    Region 1: (QUOTA = 375)
    1. Clallam
    2. Eastern Jefferson (98365, 98376, 98320, 98325, 98339, 98358, 98368)
    3. Kitsap
    4. Mason

    Region 2: (QUOTA = 375)
    5. Thurston
    6. Pierce

    Region 3: (QUOTA = 375)
    7. King

    Region 4: (QUOTA = 375)
    8. Snohomish
    9. Island

    Region 5: (QUOTA = 375)
    10. Whatcom
    11. Skagit
    12. San Juan

    If none of the above – THANK AND TERMINATE

3. Which of the following categories includes your age? (QUOTAS SHOWN IN PARENTHESES)
    1. 18 to 19 (3%)
    2. 20 to 24 (9%)
    3. 25 to 34 (19%)
    4. 35 to 44 (18%)
    5. 45 to 54 (20%)
    6. 55 to 64 (16%)
    7. 65 to 74 (8%)
    8. 75 to 84 (5%)
    9. 85 and older (2%)
    10. Refused (THANK AND TERMINATE)

4. Does your household have: (USING Q4 AND Q5 -- QUOTA: LANDLINE 80%, CELL PHONE 20%)
    1. Just a landline phone (skip to Q6)
    2. Just a cell phone(s)(skip to Q6)
    3. Both landline and cell phones
    4. Refused (thank and terminate)

5. Would you say:
    1. most calls are taken on the cell phones (count toward cell phone quota)
    2. most calls are taken on the landline (count toward landline quota)
    3. calls are taken about equally on both (count toward landline quota)
    4. Refused (thank and terminate)

KNOWLEDGE AND ATTITUDES

Now some questions about Puget Sound and Northwest Washington.

6. When you hear the phrase “Puget Sound Starts Here” what does it mean to you?

7. Had you ever seen or heard the phrase: “Puget Sound Starts Here” before this survey?
    1. No (Skip to Q9)
    2. Yes
    3. Don’t Know/Don’t Remember (Skip to Q9)

8. Do you recall where you have seen or heard that phrase? (Do not read – check all that apply)
    a. Television
    b. Sign or banner
    c. Online Advertising
    d. Bus sign
    e. Social media (like Twitter, Facebook, Pinterest)
    f. Poster
    g. Newspaper advertisement
    h. Magazine advertisement
    i. Drink coaster (in restaurant or bar)

j. Drink sleeve (holder for hot cup)
k. Display at event
l. Storm drain marker or sign
m. Radio
n. Video/You Tube
o. Movie theater advertisement
p. Other:_____
q. Don't know/NA

9. Have you ever gone to the website "Puget Sound Starts Here"?
   1. No
   2. Yes
   3. Refused

10. When you think of locally produced food from Northwest Washington, which 2 products come to mind first?

11. Now, when thinking about locally produced **seafood** from Puget Sound, which 2 products come to mind first? (INTERVIEWER TO EMPHASIZE THE WORD 'SEAFOOD')

12. Overall, how would you rate the health and condition of the waters in and around Puget Sound? These include rivers, creeks, and streams that flow into Puget Sound along with the salt water, the shoreline, beaches, and bays? Please use a scale of 1 to 7, where one is "very poor condition" and seven is "excellent condition."
    1. 1 - Very poor condition
    2. 2
    3. 3
    4. 4
    5. 5
    6. 6
    7. 7 – Excellent condition
    8. Don't know

13. Looking ahead over the next five years, would you say you expect the health and condition of waters in and around Puget Sound to get (ROTATE) better or worse, or stay about the same? (IF BETTER/WORSE ASK: "Is that much BETTER/WORSE or just somewhat?")
    1. Much better
    2. Somewhat better
    3. About the same
    4. Somewhat worse
    5. Much worse
    6. Don't know (skip to Q15)

14. What are the top two reasons that you think the health and condition of the waters in and around Puget Sound are going to get/is going to stay <insert response from Q13> in the next five years? (OPEN-ENDED. ACCEPT JUST TWO)

PROGRAM THE FOLLOWING THREE QUESTIONS SO THAT A RANDOM 1/3 GETS ASKED EACH OF THE QUESTIONS.

15. How urgent would you rate the need to **clean up and protect the waters** in and around Puget Sound? Again, using a scale of one to seven, but this time with one meaning "not at all urgent" and seven meaning "extremely urgent?"

    1. 1 – Not at all urgent
    2. 2
    3. 3
    4. 4
    5. 5
    6. 6
    7. 7 - Extremely urgent
    8. Don't know

16. How urgent would you rate the need to **clean-up waters** in and around Puget Sound? Again using a scale of one to seven, but this time with one meaning "not at all urgent" and seven meaning "extremely urgent?"

    1 – Not at all urgent
    2
    3
    4
    5
    6
    7 - Extremely urgent
    Don't know

17. How urgent would you rate the need to **protect waters** in and around Puget Sound? Again using a scale of one to seven, but this time with one meaning "not at all urgent" and seven meaning "extremely urgent?"

    1 – Not at all urgent
    2
    3
    4
    5
    6
    7 - Extremely urgent
    8 - Don't know

18. Which of the following foods are harvested directly from Puget Sound? ,
    (No/Yes/Don't know for each) ROTATE AND READ
    - Sea Urchins
    - Sea Cucumber
    - Lobster
    - Ahi Tuna

- Soft Shell Crab
- Shrimp
- Geoduck
- Mussels

19. I am now going to read to you a series of items. For each one, please tell me if you think it would have a negative effect, positive effect, or no effect, on the quality of Puget Sound waters. The first item is: (ROTATE and READ; ACCEPT 'DON'T KNOW' AS AN ANSWER)
    - Using weed and feed on your lawn
    - Oil and fluid leaks and drips from cars and trucks
    - Using compost in gardens
    - Washing cars in the driveway, street, or parking lot
    - Dog waste left in the backyard
    - Burning wood

20. On a scale of 1 – 7, with 1 being not helpful at all and 7 being very helpful, tell me how helpful each of the following things would be in helping you to choose your household cleaners? (Rotate and Read)
    - A logo from an agency like EPA or the Department of Ecology
    - Warning information (caution, hazardous, toxic, danger)
    - Information indicating that the product is natural, non-toxic, organic, or safe
    - Seals of Approval from a third party (such as Good Housekeeping or Consumer Reports)
    - Recommendation from a friend or family
    - Promotion at an event (such as a fair, health fair, demonstration)

21. Do you, or do you have another person, inspect your vehicle for leaks routinely?
    - No (skip to Q24)
    - Yes

22. How often is you vehicle checked for leaks? Would you say:
    - Weekly
    - Monthly
    - Every 2-3 months
    - Every 4-6 months
    - Every 7-12 months
    - Less than often than every 12 months
    - Don't know

23. Who checks for leaks from your vehicle most often? Would you say:
    - You do it yourself
    - Quick lube/oil change shops
    - Tire, brake, and suspension system repair shops
    - Independent auto repair shops

- Dealership service shops
- Other (specify)

24. Please state if the following statement is true or false. – My vehicle is inspected for leaks when the oil is changed.
    - False
    - True
    - Don't know

25. On a scale of 1 to 7, with 1 being not familiar at all and 7 being very familiar, how familiar are you with each of the following terms? (Rotate and Read)
    - Rain barrels
    - Native plant landscaping
    - Permeable pavement or pavers
    - Clean Water Sticks
    - Rain gardens
    - Storm Drains

26. I am going to read you a list of possible ways people get information. Which two of these methods do you prefer to get information about water quality? (Rotate and Read)
    - Websites
    - Local Newspaper
    - Television
    - Radio
    - Social Media, like Twitter, Facebook,
    - Brochures from non-commercial sources
    - Direct mail
    - email
    - Other (please specify)

27. Do you think of yourself as a resident of the Puget Sound region?
    - No
    - Yes

28. Do you think of yourself more as a resident of Puget Sound, Hood Canal, the Strait of Juan de Fuca, or someplace else?
    - Puget Sound
    - Hood Canal
    - Strait of Juan de Fuca
    - Someplace else (please specify)

29. Can you identify two groups or organizations in your community that help protect the waters around Puget Sound?
    1. No (skip to Q31)

2. Yes

30. What are the names of such organizations (Accept just two.)

DEMOGRAPHICS

The next few questions are for statistical analysis purposes only. Remember, your answers are completely anonymous.

31. What is your home zip code?

32. Were you born in the northwestern part of Washington State?
    1. No
    2. Yes

33. How many years have you lived in <insert county from Q2> county? Would you say:
    1. Less than 2 years
    2. 2-5 years
    3. 6-10 years
    4. 11-20 years
    5. More than 20 years
    6. Refused

34. How would you describe the area in which you live? Would you say:
    1. Urban
    2. Suburban
    3. Rural changing to suburban
    4. Rural
    5. Don't know
    6. Refused

35. Do you own or rent the place in which you live?
    1. Own
    2. Rent (skip to Q37)
    3. Don't have a home (skip to Q37)
    4. Live at home with family (skip to Q37)
    5. Don't know (skip to Q37)
    6. Refused (skip to Q37)

36. What is the size of your property? Would you say: [If necessary, read square footage.]
    1. Less than a quarter acre (less than 10,890 square feet)
    2. About a quarter acre (10,890 square feet)
    3. About a half-acre (21,780 square feet)
    4. About three-quarters of an acre (32,670 square feet)
    5. About an acre (43,560 square feet)

6. More than 1 acre -→ then ask how many acres
7. Don't know/unsure

37. Are you registered to vote at your current address?
    1. No (skip to Q 39)
    2. Yes

38. In the last 4 elections (including local, state and national elections), how many times did you vote? (Do not read)
    4. In 4 of the last 4 elections
    3. In 3 of the last 4 elections
    2. In 2 of the last 4 elections
    1. In 1 of the last 4 elections
    0. In none of the last 4 elections
    9. Don't know

39. When it comes to politics, do you generally consider yourself Liberal, Moderate or Conservative? (IF CONSERVATIVE: Is that very Conservative or somewhat Conservative? IF LIBERAL: Is that very liberal or somewhat liberal?)
    1. Very conservative
    2. Somewhat conservative
    3. Moderate
    4. Somewhat liberal
    5. Very liberal
    6. Other (specify)_____
    7. Don't know

40. In what **YEAR** were you born? [Note: Valid range 1910-1994]

    [ ] YEAR

    Estimates:
    2 before 1950
    3 1950s
    4 1960s
    5 1970s
    6 1980s
    8 Don't Know
    9 Refused

41. Do you have any children under 18 years of age living in your household?
    1 No
    2 Yes
    3 Refused

42. Are you from a Hispanic, Latino, or Spanish-speaking background?
    1. No
    2. Yes
    3. Refused

43. What race would you classify yourself as? Would you say:
    1. Black/African American
    2. White/Caucasian
    3. American Indian or Alaska Native
    4. Asian
    5. Native Hawaiian or other Pacific Islander
    6. Some other race (specify)
    7. Two or more races (specify)
    8. Refuse

44. Is your total household income above or below $35,000 a year?
    1. Below $35,000
    2. $35,000 and above (Skip to Q46)
    3. Refused (Skip to Q47)

45. **Ask only those who HH income is below $35,000** - Would that be:
    1. Less than $10,000,
    2. $10,000 to less than $15,000
    3. $15,000 to less than $25,000
    4. $25,000 to $34,999
    5. Refused

46. **Ask only those who HH income $35,000 and above** - Would that be:
    1. $35,000 to less than $50,000
    2. $50,000 to less than $75,000
    3. $75,000 to less than $100,000
    4. $100,000 to less than $150,00
    5. $150,000 to less than $200,000
    6. $200,000 and over
    7. Refused

47. Finally, would you be interested in becoming part of a panel of Pacific Northwest residents who could be invited to participate in future research activities (such as focus groups and online surveys).
    1. No (skip to end)
    2. Yes

48. Please provide your phone number and email address so that you can become part of our Pacific Northwest panel. Your phone number and email address will not be used for any other purpose and will not be shared with anyone.
    Phone number: _____
    Email address: _____

That's all the questions I have. Thank you very much for your time.

APPENDIX C: Topline Tables by Region

Topline Tables –Weighted using weight1.

Q6. When you hear the phrase "Puget Sound Starts Here" what does it mean to you?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Environmental (Non Specific)	Count	5	1	9	5	6
	% within Region	1.4%	.2%	2.4%	1.4%	1.6%
Clean water/don't dump stuff down the drain/water quality	Count	11	3	21	4	6
	% within Region	2.9%	.8%	5.5%	1.1%	1.7%
Water/think about water (Non Specific)	Count	24	21	31	18	18
	% within Region	6.4%	5.7%	8.2%	4.8%	4.8%
Water runoff into Puget Sound/drains lead to the water	Count	21	12	24	16	13
	% within Region	5.6%	3.1%	6.3%	4.3%	3.4%
Beach/means the beach is nearby/shoreline	Count	7	6	7	7	6
	% within Region	1.8%	1.5%	1.8%	1.8%	1.5%
Advertising/marketing campaign/slogan	Count	14	8	20	8	10
	% within Region	3.7%	2.2%	5.4%	2.1%	2.6%
Signs on the drains	Count	0	0	5	0	0
	% within Region	0.0%	0.0%	1.2%	0.0%	0.0%
Seattle/think of Seattle (Non Specific)	Count	15	3	20	22	21
	% within Region	4.1%	.8%	5.4%	6.0%	5.6%
County line/coming across the bridge to here	Count	7	0	1	0	5
	% within Region	1.9%	0.0%	.3%	0.0%	1.4%
Where Puget Sound starts/Olympia/where it is	Count	47	61	48	39	44
	% within Region	12.6%	16.2%	12.9%	10.3%	11.7%
Where I live/I live in Puget Sound/home	Count	24	16	17	19	34

	% within Region	6.5%	4.2%	4.4%	5.1%	9.0%
Electric company/energy/Puget Sound Energy	Count	3	14	15	10	14
	% within Region	.8%	3.8%	4.1%	2.8%	3.9%
Never heard of it/haven't heard the term before	Count	20	31	20	33	24
	% within Region	5.2%	8.2%	5.2%	8.9%	6.4%
Other	Count	30	11	18	9	12
	% within Region	7.9%	3.0%	4.7%	2.3%	3.2%
None/nothing/doesn't mean anything to me	Count	92	128	107	99	104
	% within Region	24.5%	34.0%	28.4%	26.4%	27.8%
Don't know	Count	64	64	38	87	62
	% within Region	17.0%	17.1%	10.1%	23.1%	16.6%
Refused	Count	1	2	0	1	3
	% within Region	.2%	.4%	0.0%	.4%	.7%
	Count	375	376	376	375	375

Q7. Had you ever seen or heard the phrase 'Puget Sound Starts Here' before this survey?

			Region				
			Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count		290	315	281	299	309
	% within Region		80.6%	88.0%	77.8%	83.8%	86.8%
Yes	Count		70	43	80	58	47
	% within Region		19.4%	12.0%	22.2%	16.2%	13.2%
	Count		360	358	361	357	356
	% within Region		100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q8. Do you recall where you have seen or heard that phrase?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Television	Count	16	5	12	19	14
	% within Region	23.4%	11.1%	14.6%	32.7%	29.5%
Sign or banner	Count	8	5	6	4	6
	% within Region	11.9%	12.1%	8.1%	7.1%	12.6%
Online Advertising	Count	2	5	4	0	1
	% within Region	2.4%	12.1%	5.0%	0.0%	1.7%
Bus sign	Count	4	2	6	1	0
	% within Region	6.1%	5.8%	7.8%	1.3%	0.0%
Social media (like Twitter, Facebook, Pinterest)	Count	0	0	2	0	1
	% within Region	0.0%	0.0%	3.0%	0.0%	1.8%
Poster	Count	5	3		0	1
	% within Region	6.5%	6.3%	.6%	0.0%	3.1%
Newspaper advertisement	Count	8	3	9	3	1
	% within Region	11.8%	6.1%	11.3%	5.7%	1.8%
Magazine advertisement	Count	0	1	0	4	1
	% within Region	0.0%	1.9%	0.0%	7.3%	1.8%
Display at event	Count	2	3	1	0	0
	% within Region	3.6%	6.3%	1.4%	0.0%	0.0%
Storm drain marker or sign	Count	14	3	12	9	3
	% within Region	19.4%	7.0%	15.5%	15.1%	7.5%
Radio	Count	3	0	9	4	0
	% within Region	3.7%	0.0%	10.9%	7.3%	0.0%
Video / You Tube	Count	0	0	1	0	0
	% within Region	0.0%	0.0%	.8%	0.0%	0.0%
Other	Count	5	2	4	0	3
	% within Region	7.3%	3.9%	4.5%	0.0%	5.8%

Don't know / No answer	Count	17	14	24	20	13
	% within Region	24.2%	32.5%	30.7%	34.0%	28.6%
**** Mail//mailer	Count	2	2	0	2	0
	% within Region	2.4%	3.9%	0.0%	3.3%	0.0%
**** Tacoma area//living close to the area	Count	3	1	0	0	3
	% within Region	4.8%	2.3%	0.0%	0.0%	7.5%
**** At work	Count	4	3	3	2	2
	% within Region	6.0%	6.6%	3.9%	2.8%	3.5%
	Count	70	43	80	58	47

Q9. Have you ever gone to the website 'Puget Sound Starts Here'?

			Region				
			Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count		68	42	77	53	46
	% within Region		97.1%	97.7%	97.5%	93.0%	97.9%
Yes	Count		2	1	2	4	1
	% within Region		2.9%	2.3%	2.5%	7.0%	2.1%
	Count		70	43	79	57	47
	% within Region		100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q10. When you think of locally produced food from Northwest Washington, which two products come to mind first?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Apples	Count	203	194	190	178	133
	% within Region	54.0%	51.5%	50.5%	47.4%	35.3%
Asparagus	Count	1	3	2	1	1
	% within Region	.2%	.9%	.4%	.4%	.2%
Bananas	Count	2	4	0	1	0
	% within Region	.7%	1.1%	0.0%	.2%	0.0%
Beef	Count	9	7	3	12	12
	% within Region	2.4%	1.8%	.8%	3.3%	3.3%
Berries (Non Specific)	Count	8	24	13	9	31
	% within Region	2.2%	6.5%	3.5%	2.4%	8.2%
Blackberries	Count	5	1	3	2	1
	% within Region	1.3%	.3%	.9%	.4%	.2%
Blueberries	Count	10	9	11	14	25
	% within Region	2.7%	2.4%	2.8%	3.7%	6.7%
Broccoli	Count	2	1	2	1	2
	% within Region	.6%	.2%	.5%	.2%	.6%
Cabbage	Count	1	1	1	2	2
	% within Region	.2%	.3%	.3%	.4%	.5%
Carrots	Count	8	2	1	6	7
	% within Region	2.1%	.6%	.4%	1.6%	2.0%
Cheese	Count	6	7	8	3	6
	% within Region	1.5%	1.8%	2.1%	.9%	1.5%
Cherries	Count	19	22	23	21	4
	% within Region	5.1%	5.8%	6.0%	5.7%	1.1%
Chicken	Count	9	5	7	14	3
	% within Region	2.5%	1.4%	1.8%	3.8%	.7%

Appendix C: Topline Tables by Region

Clams	Count	4	4	7	3	2
	% within Region	1.1%	1.0%	1.9%	.7%	.5%
Coffee	Count	5	1	10	9	1
	% within Region	1.4%	.2%	2.7%	2.3%	.2%
Corn	Count	27	25	34	50	50
	% within Region	7.2%	6.5%	9.0%	13.5%	13.3%
Crab	Count	10	4	3	6	4
	% within Region	2.7%	1.1%	.8%	1.6%	1.0%
Cranberries	Count	4	4	3	2	1
	% within Region	1.1%	1.2%	.8%	.5%	.2%
Dairy (Non Specific)	Count	14	14	11	8	25
	% within Region	3.7%	3.8%	2.8%	2.2%	6.6%
Fish (Non Specific)	Count	27	27	29	23	16
	% within Region	7.3%	7.3%	7.7%	6.0%	4.3%
Fruits (Non Specific)	Count	16	12	7	12	24
	% within Region	4.3%	3.3%	1.8%	3.1%	6.5%
Grapes	Count	12	7	14	11	2
	% within Region	3.1%	1.9%	3.8%	2.9%	.4%
Lettuce/greens	Count	14	12	27	6	12
	% within Region	3.8%	3.2%	7.3%	1.5%	3.1%
Milk	Count	20	17	17	21	33
	% within Region	5.3%	4.6%	4.6%	5.5%	8.9%
Mushrooms	Count	0	4		1	0
	% within Region	0.0%	1.1%	.1%	.2%	0.0%
Onions	Count	7	6	4	6	2
	% within Region	1.7%	1.7%	1.0%	1.7%	.4%
Oysters	Count	9	9	15	1	5
	% within Region	2.4%	2.4%	4.0%	.2%	1.2%

Peaches	Count	5	6	4	7	5
	% within Region	1.3%	1.5%	1.2%	1.8%	1.3%
Peas	Count	2	2	1	4	1
	% within Region	.5%	.4%	.2%	1.0%	.4%
Pears	Count	7	1	2	9	0
	% within Region	1.9%	.3%	.5%	2.3%	0.0%
Potatoes	Count	22	13	20	28	80
	% within Region	5.8%	3.5%	5.3%	7.4%	21.2%
Pumpkin/squash	Count	6	13	4	7	4
	% within Region	1.6%	3.5%	1.1%	1.8%	1.1%
Raspberries	Count	6	9	10	7	51
	% within Region	1.6%	2.3%	2.7%	1.9%	13.5%
Salmon	Count	46	48	66	46	36
	% within Region	12.2%	12.7%	17.6%	12.1%	9.7%
Seafood (Non Specific)	Count	14	13	7	9	6
	% within Region	3.8%	3.5%	1.8%	2.4%	1.7%
Strawberry	Count	18	30	31	40	35
	% within Region	4.8%	8.0%	8.1%	10.5%	9.3%
Tomatoes	Count	8	6	12	4	12
	% within Region	2.3%	1.6%	3.3%	1.1%	3.1%
Vegetables (Non Specific)	Count	28	28	20	29	38
	% within Region	7.6%	7.5%	5.4%	7.7%	10.2%
Wheat/grains	Count	11	7	5	10	6
	% within Region	3.0%	1.9%	1.4%	2.6%	1.7%
Wine/beer/hops	Count	12	14	29	22	10
	% within Region	3.2%	3.7%	7.6%	5.8%	2.7%
Meat (Non Specific)	Count	4	4	1	4	11
	% within Region	1.0%	1.1%	.2%	1.1%	3.1%
Eggs	Count	7	8	7	3	4
	% within Region	1.9%	2.1%	1.9%	.7%	1.1%
Flowers (Non Specific)	Count	3	3	3	7	2
	% within Region	.7%	.9%	.7%	1.8%	.6%

Appendix C: Topline Tables by Region

Shellfish (Non Specific)	Count	4	9	4	1	3
	% within Region	1.1%	2.4%	1.1%	.4%	.9%
Other	Count	4	7	4	4	6
	% within Region	1.2%	1.9%	1.2%	1.1%	1.7%
None/nothing	Count	4	15	1	6	0
	% within Region	1.2%	3.9%	.3%	1.6%	0.0%
Don't know	Count	8	3	1	7	3
	% within Region	2.1%	.9%	.3%	2.0%	.7%
	Count	375	376	376	375	375

Appendix C: Topline Tables by Region

Q11. Now, when thinking about locally produced seafood from Puget Sound, which two products come to mind first?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Clams	Count	61	65	49	35	25
	% within Region	16.2%	17.4%	13.1%	9.5%	6.7%
Cod	Count	12	11	8	4	9
	% within Region	3.3%	2.9%	2.2%	1.1%	2.4%
Crab/Dungeness crab/King crab	Count	142	109	168	175	205
	% within Region	37.8%	29.1%	44.8%	46.6%	54.8%
Fish/seafood (Non Specific)	Count	22	34	25	27	34
	% within Region	5.8%	9.1%	6.8%	7.3%	8.9%
Geoduck	Count	13	15	11	6	2
	% within Region	3.5%	4.0%	2.8%	1.6%	.6%
Halibut	Count	34	13	9	12	8
	% within Region	9.0%	3.4%	2.3%	3.2%	2.0%
Mussels	Count	5	4	11	32	6
	% within Region	1.4%	1.0%	3.0%	8.4%	1.7%
Oysters	Count	108	101	65	43	71
	% within Region	28.7%	26.7%	17.3%	11.6%	19.1%
Salmon	Count	265	266	313	304	284
	% within Region	70.5%	70.8%	83.1%	81.0%	75.7%
Shellfish	Count	14	20	18	13	23
	% within Region	3.8%	5.4%	4.9%	3.4%	6.2%
Shrimp	Count	26	33	15	16	15
	% within Region	6.8%	8.8%	3.9%	4.3%	4.0%
Trident	Count	0	1	0	0	4
	% within Region	0.0%	.2%	0.0%	0.0%	1.1%
Trout	Count	13	12	11	16	4
	% within Region	3.4%	3.2%	2.8%	4.2%	1.0%

Appendix C: Topline Tables by Region

Tuna	Count	1	5	10	0	7
	% within Region	.2%	1.4%	2.7%	0.0%	1.8%
Other	Count	5	3	2	7	6
	% within Region	1.2%	.8%	.6%	1.8%	1.6%
None/nothing	Count	3	10	0	5	6
	% within Region	.8%	2.5%	0.0%	1.3%	1.6%
Don't know	Count	3	6	1	5	0
	% within Region	.7%	1.7%	.2%	1.3%	0.0%
	Count	375	376	376	375	375

Q12. Overall, how would you rate the health and condition of the waters in and around Puget Sound?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Very poor condition	Count	11	11	7	3	4
	% within Region	3.0%	3.0%	1.9%	.8%	1.1%
2	Count	10	9	9	11	6
	% within Region	2.7%	2.4%	2.5%	3.0%	1.6%
3	Count	48	51	43	33	30
	% within Region	13.1%	13.7%	11.7%	9.0%	8.1%
4	Count	76	78	95	56	66
	% within Region	20.8%	21.0%	26.0%	15.2%	17.8%
5	Count	136	147	122	150	130
	% within Region	37.2%	39.5%	33.3%	40.8%	35.1%
6	Count	49	58	68	73	92
	% within Region	13.4%	15.6%	18.6%	19.8%	24.9%
Excellent condition	Count	36	18	22	42	42
	% within Region	9.8%	4.8%	6.0%	11.4%	11.4%
	Count	366	372	366	368	370
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q13. Looking ahead over the next five years, what would expect the health and condition of waters in and around Puget Sound to be?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Much better	Count	26	25	26	26	28
	% within Region	7.1%	6.9%	7.1%	7.1%	7.6%
Somewhat better	Count	91	95	66	69	72
	% within Region	24.9%	26.1%	18.1%	18.8%	19.5%
About the same	Count	156	154	178	190	184
	% within Region	42.7%	42.3%	48.9%	51.8%	49.7%
Somewhat worse	Count	70	53	77	67	66
	% within Region	19.2%	14.6%	21.2%	18.3%	17.8%
Much worse	Count	22	37	17	15	20
	% within Region	6.0%	10.2%	4.7%	4.1%	5.4%
	Count	365	364	364	367	370
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q14. What are the top two reasons that you think the health and condition of the waters in and around Puget Sound are going to get/is going to stay <better/the same/worse> in the next five years?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Positive actions being made (GENERAL)	Count	23	27	31	41	31
	% within Region	6.7%	7.8%	9.1%	12.0%	9.1%
Restrictions / regulations are helping / government invol...	Count	46	62	33	49	42
	% within Region	13.3%	17.6%	9.6%	14.4%	12.2%
People are taking care of their environment / more aware...	Count	85	97	61	89	78
	% within Region	24.4%	27.6%	17.6%	26.2%	22.7%
Better technology / better check systems	Count	8	14	5	12	16
	% within Region	2.2%	3.9%	1.3%	3.5%	4.7%
Clean up / community clean up	Count	41	44	49	40	44
	% within Region	11.8%	12.6%	14.3%	11.7%	12.7%
Environmentalists / lots of environmentalists in this area	Count	26	27	34	32	32
	% within Region	7.4%	7.7%	9.8%	9.5%	9.3%
Spending lots of money	Count	11	13	9	12	6
	% within Region	3.3%	3.7%	2.5%	3.5%	1.7%
People are becoming more educated	Count	39	34	28	28	34
	% within Region	11.3%	9.6%	8.0%	8.3%	9.8%
****EPA/EPA standards are becoming stricter	Count	2	1	0	2	1
	% within Region	.7%	.2%	0.0%	.6%	.2%
****Everything/All (GENERAL)	Count	1	0		0	0
	% within Region	.2%	0.0%	.1%	0.0%	0.0%
I don't see any change / no change in either direction (G...	Count	30	23	39	34	45
	% within Region	8.7%	6.4%	11.2%	10.2%	13.0%

Appendix C: Topline Tables by Region

Pollution / toxins / radiation	Count	68	70	94	43	61
	% within Region	19.5%	20.0%	27.2%	12.8%	17.8%
People aren't changing / don't care enough	Count	29	32	24	31	26
	% within Region	8.3%	9.0%	7.0%	9.2%	7.6%
Population growth / too many people / overdevelopment	Count	51	36	43	35	47
	% within Region	14.8%	10.2%	12.5%	10.3%	13.5%
Waste dumped in the water / waste / sewage / septic systems	Count	32	28	40	27	24
	% within Region	9.3%	8.0%	11.5%	7.8%	7.0%
We need more money to improve the water system / more gov...	Count	16	10	10	14	7
	% within Region	4.6%	2.9%	2.8%	4.2%	2.1%
Industries / industry pollution / Japan power plant	Count	29	24	23	24	29
	% within Region	8.3%	6.7%	6.5%	7.0%	8.3%
Oil spill / oil leaks	Count	6	10	6	14	11
	% within Region	1.7%	2.7%	1.8%	4.0%	3.3%
Untreated rain water / snow melt / run off / more water	Count	12	6	8	10	12
	% within Region	3.5%	1.6%	2.3%	2.8%	3.3%
****Climate change/global warming	Count	4	2	5	0	1
	% within Region	1.2%	.5%	1.5%	0.0%	.2%
****Inefficient government/no political action/lack of re...	Count	7	7	12	5	6
	% within Region	2.1%	1.9%	3.4%	1.6%	1.6%
****Traffic/too much traffic	Count	1	4	11	2	4
	% within Region	.2%	1.3%	3.0%	.7%	1.3%
****Economics	Count	3	2	2	4	3
	% within Region	.8%	.5%	.7%	1.3%	.8%
Other	Count	6	6	0	7	2
	% within Region	1.8%	1.8%	0.0%	2.0%	.6%
	Count	347	350	346	339	345

Q15. How urgent would you rate the need to clean up and protect the waters in and around Puget Sound?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not at all urgent	Count	7	7	8	4	12
	% within Region	5.6%	5.7%	7.0%	3.4%	8.5%
2	Count	6	6	9	7	11
	% within Region	4.8%	4.9%	7.9%	6.0%	7.8%
3	Count	22	13	12	10	20
	% within Region	17.6%	10.6%	10.5%	8.5%	14.2%
4	Count	11	17	17	23	18
	% within Region	8.8%	13.8%	14.9%	19.7%	12.8%
5	Count	21	24	20	24	26
	% within Region	16.8%	19.5%	17.5%	20.5%	18.4%
6	Count	28	27	21	19	23
	% within Region	22.4%	22.0%	18.4%	16.2%	16.3%
Extremely urgent	Count	30	29	27	30	31
	% within Region	24.0%	23.6%	23.7%	25.6%	22.0%
	Count	125	123	114	117	141
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q16. How urgent would you rate the need to clean up waters in and around Puget Sound?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not at all urgent	Count	5	0	1	12	8
	% within Region	3.9%	0.0%	.8%	9.3%	7.4%
2	Count	10	17	11	8	12
	% within Region	7.8%	13.0%	8.9%	6.2%	11.1%

3	Count	13	22	22	22	9
	% within Region	10.2%	16.8%	17.7%	17.1%	8.3%
4	Count	17	19	17	28	20
	% within Region	13.3%	14.5%	13.7%	21.7%	18.5%
5	Count	34	32	33	15	24
	% within Region	26.6%	24.4%	26.6%	11.6%	22.2%
6	Count	19	11	22	20	16
	% within Region	14.8%	8.4%	17.7%	15.5%	14.8%
Extremely urgent	Count	30	30	18	24	19
	% within Region	23.4%	22.9%	14.5%	18.6%	17.6%
	Count	128	131	124	129	108
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q17. How urgent would you rate the need to protect waters in and around Puget Sound?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not at all urgent	Count	5	3	3	6	5
	% within Region	4.3%	2.5%	2.2%	4.8%	4.1%
2	Count	3	4	7	6	6
	% within Region	2.6%	3.3%	5.2%	4.8%	5.0%
3	Count	7	4	18	7	6
	% within Region	6.0%	3.3%	13.4%	5.6%	5.0%
4	Count	6	20	12	8	16
	% within Region	5.1%	16.5%	9.0%	6.4%	13.2%
5	Count	21	28	35	26	23
	% within Region	17.9%	23.1%	26.1%	20.8%	19.0%
6	Count	29	25	20	31	23
	% within Region	24.8%	20.7%	14.9%	24.8%	19.0%
Extremely urgent	Count	46	37	39	41	42
	% within Region	39.3%	30.6%	29.1%	32.8%	34.7%
	Count	117	121	134	125	121
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q18a. Are Sea Urchins harvested directly from Puget Sound?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count	99	110	104	111	109
	% within Region	34.3%	40.7%	35.6%	41.4%	36.9%
Yes	Count	190	160	188	157	186
	% within Region	65.7%	59.3%	64.4%	58.6%	63.1%

	Count	289	270	292	268	295
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q18b. Are Sea Cucumber harvested directly from Puget Sound?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count	102	95	94	96	108
	% within Region	37.6%	36.5%	34.1%	36.9%	38.2%
Yes	Count	169	165	182	164	175
	% within Region	62.4%	63.5%	65.9%	63.1%	61.8%
	Count	271	260	276	260	283
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q18c. Are Lobster harvested directly from Puget Sound? * Region Crosstabulation

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count	276	257	255	257	263
	% within Region	82.1%	76.7%	74.3%	76.0%	76.0%
Yes	Count	60	78	88	81	83
	% within Region	17.9%	23.3%	25.7%	24.0%	24.0%
	Count	336	335	343	338	346
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q18d. Are Ahi Tuna harvested directly from Puget Sound?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count	248	260	272	239	261
	% within Region	83.8%	85.0%	83.4%	78.6%	85.3%
Yes	Count	48	46	54	65	45
	% within Region	16.2%	15.0%	16.6%	21.4%	14.7%
	Count	296	306	326	304	306
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q18e. Are Soft Shell Crab harvested directly from Puget Sound?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count	120	109	122	119	145
	% within Region	37.9%	34.9%	37.4%	35.7%	44.3%
Yes	Count	197	203	204	214	182
	% within Region	62.1%	65.1%	62.6%	64.3%	55.7%
	Count	317	312	326	333	327
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q18f. Are Shrimp harvested directly from Puget Sound?

			Region				
			Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count		81	114	107	79	73
	% within Region		24.1%	36.7%	32.9%	24.8%	21.4%
Yes	Count		255	197	218	240	268
	% within Region		75.9%	63.3%	67.1%	75.2%	78.6%
		Count	336	311	325	319	341
		% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q18g. Are Geoduck harvested directly from Puget Sound? * Region Crosstabulation

			Region				
			Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count		10	33	31	30	33
	% within Region		2.8%	9.5%	9.5%	9.2%	9.9%
Yes	Count		352	313	296	295	299
	% within Region		97.2%	90.5%	90.5%	90.8%	90.1%
		Count	362	346	327	325	332
		% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q18h. Are Mussels harvested directly from Puget Sound?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count	18	28	15	14	26
	% within Region	5.2%	8.3%	4.2%	4.0%	7.3%
Yes	Count	330	310	338	339	329
	% within Region	94.8%	91.7%	95.8%	96.0%	92.7%
	Count	348	338	353	353	355
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q19a. Do you think Using weed and feed on your lawn would have a negative effect, positive effect or no effect on the quality of Puget Sound waters?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Negative effect	Count	295	298	298	286	289
	% within Region	78.7%	79.3%	79.5%	76.3%	77.1%
Positive effect	Count	21	22	23	21	13
	% within Region	5.6%	5.9%	6.1%	5.6%	3.5%
No effect	Count	51	48	39	64	60
	% within Region	13.6%	12.8%	10.4%	17.1%	16.0%
Don't know	Count	8	8	15	4	13
	% within Region	2.1%	2.1%	4.0%	1.1%	3.5%
	Count	375	376	375	375	375
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q19b. Do you think Oil and fluid leaks and drips from cars and trucks would have a negative effect, positive effect or no effect on the quality of Puget Sound waters?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Negative effect	Count	334	355	349	336	338
	% within Region	88.8%	94.4%	93.1%	89.6%	90.1%
Positive effect	Count	18	13	20	18	13
	% within Region	4.8%	3.5%	5.3%	4.8%	3.5%
No effect	Count	24	8	6	20	22
	% within Region	6.4%	2.1%	1.6%	5.3%	5.9%
Don't know	Count	0	0	0	1	2
	% within Region	0.0%	0.0%	0.0%	.3%	.5%
	Count	376	376	375	375	375
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q19c. Do you think Using compost in gardens would have a negative effect, positive effect or no effect on the quality of Puget Sound waters?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Negative effect	Count	29	49	44	40	34
	% within Region	7.7%	13.0%	11.7%	10.7%	9.1%
Positive effect	Count	164	174	206	185	182
	% within Region	43.6%	46.2%	54.8%	49.3%	48.5%
No effect	Count	173	147	120	143	151
	% within Region	46.0%	39.0%	31.9%	38.1%	40.3%
Don't know	Count	10	7	6	7	8
	% within Region	2.7%	1.9%	1.6%	1.9%	2.1%

	Count	376	377	376	375	375
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q19d. Do you think Washing cars in the driveway, street, or parking lot would have a negative effect, positive effect or no effect on the quality of Puget Sound waters?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Negative effect	Count	267	292	305	269	267
	% within Region	71.2%	77.7%	81.1%	71.9%	71.2%
Positive effect	Count	16	17	11	19	14
	% within Region	4.3%	4.5%	2.9%	5.1%	3.7%
No effect	Count	84	60	54	79	85
	% within Region	22.4%	16.0%	14.4%	21.1%	22.7%
Don't know	Count	8	7	6	7	9
	% within Region	2.1%	1.9%	1.6%	1.9%	2.4%
	Count	375	376	376	374	375
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q19e. Do you think Dog waste left in the backyard would have a negative effect, positive effect or no effect on the quality of Puget Sound waters?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Negative effect	Count	205	215	215	196	195
	% within Region	54.7%	57.3%	57.2%	52.3%	52.1%
Positive effect	Count	15	19	27	26	21
	% within Region	4.0%	5.1%	7.2%	6.9%	5.6%
No effect	Count	144	129	130	141	147
	% within Region	38.4%	34.4%	34.6%	37.6%	39.3%

Don't know	Count	11	12	4	12	11
	% within Region	2.9%	3.2%	1.1%	3.2%	2.9%
	Count	375	375	376	375	374
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q19f. Do you think Burning wood would have a negative effect, positive effect or no effect on the quality of Puget Sound waters?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Negative effect	Count	139	155	174	149	140
	% within Region	37.1%	41.1%	46.3%	39.7%	37.3%
Positive effect	Count	15	15	18	29	17
	% within Region	4.0%	4.0%	4.8%	7.7%	4.5%
No effect	Count	210	193	174	182	197
	% within Region	56.0%	51.2%	46.3%	48.5%	52.5%
Don't know	Count	11	14	10	15	21
	% within Region	2.9%	3.7%	2.7%	4.0%	5.6%
	Count	375	377	376	375	375
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q20a. A logo from an agency like EPA or the Department of Ecology

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not helpful at all	Count	57	36	30	46	54
	% within Region	15.3%	9.7%	8.1%	12.4%	14.6%
2	Count	23	24	11	31	30
	% within Region	6.2%	6.5%	3.0%	8.4%	8.1%
3	Count	31	37	35	25	35
	% within Region	8.3%	10.0%	9.5%	6.7%	9.5%
4	Count	34	46	40	42	37
	% within Region	9.1%	12.4%	10.8%	11.3%	10.0%
5	Count	95	63	99	76	75
	% within Region	25.5%	17.0%	26.8%	20.5%	20.3%
6	Count	53	60	68	67	61
	% within Region	14.2%	16.2%	18.4%	18.1%	16.5%
Very helpful	Count	80	105	87	84	78
	% within Region	21.4%	28.3%	23.5%	22.6%	21.1%
	Count	373	371	370	371	370
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q20b. Warning information (caution, hazardous, toxic, danger)

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not helpful at all	Count	24	18	17	19	16
	% within Region	6.5%	4.8%	4.6%	5.1%	4.3%
2	Count	4	8	7	9	7
	% within Region	1.1%	2.1%	1.9%	2.4%	1.9%
3	Count	12	19	21	18	22
	% within Region	3.2%	5.1%	5.7%	4.8%	5.9%
4	Count	24	28	39	26	24
	% within Region	6.5%	7.5%	10.6%	7.0%	6.4%
5	Count	67	60	55	54	75
	% within Region	18.1%	16.0%	14.9%	14.5%	20.1%
6	Count	74	74	78	72	66
	% within Region	19.9%	19.8%	21.2%	19.4%	17.6%
Very helpful	Count	166	167	151	174	164
	% within Region	44.7%	44.7%	41.0%	46.8%	43.9%
	Count	371	374	368	372	374
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q20c. Information indicating that the product is natural, non-toxic, organic, or safe

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not helpful at all	Count	21	22	10	21	26
	% within Region	5.6%	5.9%	2.7%	5.6%	7.0%
2	Count	12	19	9	17	20
	% within Region	3.2%	5.1%	2.4%	4.6%	5.4%
3	Count	20	23	39	15	19
	% within Region	5.4%	6.2%	10.4%	4.0%	5.1%
4	Count	38	43	36	28	27
	% within Region	10.2%	11.5%	9.6%	7.5%	7.3%
5	Count	50	72	66	68	65
	% within Region	13.4%	19.3%	17.6%	18.2%	17.5%
6	Count	84	72	85	64	79
	% within Region	22.6%	19.3%	22.7%	17.2%	21.2%
Very helpful	Count	147	122	130	160	136
	% within Region	39.5%	32.7%	34.7%	42.9%	36.6%
	Count	372	373	375	373	372
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q20d. Seals of Approval from a third party (such as Good Housekeeping or Consumer Reports)

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not helpful at all	Count	36	46	18	40	43
	% within Region	9.8%	12.3%	4.9%	10.8%	11.5%
2	Count	26	39	26	26	41
	% within Region	7.1%	10.5%	7.0%	7.0%	10.9%

3	Count	47	36	42	36	33
	% within Region	12.8%	9.7%	11.4%	9.7%	8.8%
4	Count	54	37	65	49	70
	% within Region	14.7%	9.9%	17.6%	13.2%	18.7%
5	Count	79	93	108	79	85
	% within Region	21.5%	24.9%	29.3%	21.3%	22.7%
6	Count	64	67	63	77	53
	% within Region	17.4%	18.0%	17.1%	20.8%	14.1%
Very helpful	Count	61	55	47	64	50
	% within Region	16.6%	14.7%	12.7%	17.3%	13.3%
	Count	367	373	369	371	375
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q20e. Recommendation from a friend or family member

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not helpful at all	Count	26	24	14	27	21
	% within Region	7.0%	6.5%	3.7%	7.3%	5.7%
2	Count	18	20	17	18	17
	% within Region	4.9%	5.4%	4.5%	4.9%	4.6%
3	Count	34	37	42	24	20
	% within Region	9.2%	9.9%	11.2%	6.5%	5.4%
4	Count	49	53	34	63	58
	% within Region	13.2%	14.2%	9.1%	17.0%	15.6%
5	Count	86	103	105	85	105
	% within Region	23.2%	27.7%	28.1%	22.9%	28.3%
6	Count	76	66	84	73	74
	% within Region	20.5%	17.7%	22.5%	19.7%	19.9%
Very helpful	Count	82	69	78	81	76
	% within Region	22.1%	18.5%	20.9%	21.8%	20.5%
	Count	371	372	374	371	371
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q20f. Promotion at an event (such as a fair, health fair, demonstration)

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not helpful at all	Count	84	65	51	71	58
	% within Region	22.9%	17.5%	13.6%	19.2%	15.6%

2	Count	46	43	75	44	49
	% within Region	12.5%	11.6%	20.1%	11.9%	13.2%
3	Count	53	58	53	39	72
	% within Region	14.4%	15.6%	14.2%	10.5%	19.4%
4	Count	48	46	45	61	47
	% within Region	13.1%	12.4%	12.0%	16.5%	12.7%
5	Count	66	72	82	73	59
	% within Region	18.0%	19.4%	21.9%	19.7%	15.9%
6	Count	27	44	41	29	34
	% within Region	7.4%	11.9%	11.0%	7.8%	9.2%
Very helpful	Count	43	43	27	53	52
	% within Region	11.7%	11.6%	7.2%	14.3%	14.0%
	Count	367	371	374	370	371
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q21. Do you, or do you have another person, inspect your vehicle for leaks routinely?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count	80	78	98	71	92
	% within Region	21.3%	20.7%	26.1%	18.9%	24.5%
Yes	Count	295	298	278	304	283
	% within Region	78.7%	79.3%	73.9%	81.1%	75.5%
	Count	375	376	376	375	375
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q22. How often is your vehicle checked for leaks?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Weekly	Count	59	52	47	63	63
	% within Region	20.1%	17.8%	17.2%	21.1%	22.3%
Monthly	Count	44	39	30	43	40
	% within Region	15.0%	13.4%	11.0%	14.4%	14.2%
Every 2-3 months	Count	111	111	101	104	90
	% within Region	37.8%	38.0%	37.0%	34.8%	31.9%
Every 4-6 months	Count	65	68	74	68	67
	% within Region	22.1%	23.3%	27.1%	22.7%	23.8%
Every 7-12 months	Count	11	17	16	9	16
	% within Region	3.7%	5.8%	5.9%	3.0%	5.7%
Less often than every 12 months	Count	4	5	5	12	6
	% within Region	1.4%	1.7%	1.8%	4.0%	2.1%
	Count	294	292	273	299	282
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q23. Who checks for leaks from your vehicle MOST OFTEN?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
You do it yourself	Count	116	117	102	115	119
	% within Region	39.5%	39.1%	36.8%	38.0%	42.0%
Quick lube/oil change shops	Count	44	55	55	68	46
	% within Region	15.0%	18.4%	19.9%	22.4%	16.3%

Tire, brake, and suspension system repair shops	Count	5	5	8	4	3
	% within Region	1.7%	1.7%	2.9%	1.3%	1.1%
Independent auto repair shops	Count	45	42	43	31	49
	% within Region	15.3%	14.0%	15.5%	10.2%	17.3%
Dealership service shops	Count	58	57	53	60	42
	% within Region	19.7%	19.1%	19.1%	19.8%	14.8%
Other (SPECIFY)	Count	1	0	0	2	1
	% within Region	.3%	0.0%	0.0%	.7%	.4%
****Family member/husband/friend	Count	25	21	13	21	22
	% within Region	8.5%	7.0%	4.7%	6.9%	7.8%
****Mechanic (Non Specific)	Count	0	2	3	2	1
	% within Region	0.0%	.7%	1.1%	.7%	.4%
	Count	294	299	277	303	283
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q24. My vehicle is inspected for leaks when the oil is changed.

			Region				
			Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
False	Count		26	19	33	22	27
	% within Region		7.2%	5.3%	9.3%	6.0%	7.5%
True	Count		335	338	322	343	332
	% within Region		92.8%	94.7%	90.7%	94.0%	92.5%
		Count	361	357	355	365	359
		% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q25a. How familiar are you with the Rain Barrels?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not familiar at all	Count	35	42	34	35	54
	% within Region	9.3%	11.1%	9.0%	9.4%	14.4%
2	Count	9	18	16	23	7
	% within Region	2.4%	4.8%	4.3%	6.1%	1.9%
3	Count	9	15	17	20	14
	% within Region	2.4%	4.0%	4.5%	5.3%	3.7%
4	Count	21	21	26	14	6
	% within Region	5.6%	5.6%	6.9%	3.7%	1.6%
5	Count	35	56	49	40	34
	% within Region	9.3%	14.9%	13.0%	10.7%	9.1%
6	Count	47	41	45	52	47
	% within Region	12.5%	10.9%	12.0%	13.9%	12.6%
Very familiar	Count	220	184	189	190	212
	% within Region	58.5%	48.8%	50.3%	50.8%	56.7%
	Count	376	377	376	374	374
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q25b. How familiar are you with Native plant landscaping?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not familiar at all	Count	46	49	42	50	41
	% within Region	12.2%	13.0%	11.2%	13.3%	10.9%
2	Count	18	30	16	25	20
	% within Region	4.8%	8.0%	4.3%	6.7%	5.3%
3	Count	23	29	26	25	13
	% within Region	6.1%	7.7%	6.9%	6.7%	3.5%
4	Count	21	35	25	41	22
	% within Region	5.6%	9.3%	6.6%	10.9%	5.9%
5	Count	57	51	69	53	67
	% within Region	15.2%	13.5%	18.4%	14.1%	17.9%
6	Count	51	47	54	45	63
	% within Region	13.6%	12.5%	14.4%	12.0%	16.8%
Very familiar	Count	160	136	144	136	149
	% within Region	42.6%	36.1%	38.3%	36.3%	39.7%
	Count	376	377	376	375	375
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q25c. How familiar are you with Permeable pavement or pavers?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not familiar at all	Count	105	108	94	115	90
	% within Region	27.9%	28.8%	25.0%	30.6%	23.9%
2	Count	36	35	23	38	39
	% within Region	9.6%	9.3%	6.1%	10.1%	10.4%
3	Count	33	22	34	26	21
	% within Region	8.8%	5.9%	9.0%	6.9%	5.6%
4	Count	21	39	33	23	31
	% within Region	5.6%	10.4%	8.8%	6.1%	8.2%
5	Count	42	55	46	50	36
	% within Region	11.2%	14.7%	12.2%	13.3%	9.6%
6	Count	34	30	37	39	44
	% within Region	9.0%	8.0%	9.8%	10.4%	11.7%
Very familiar	Count	105	86	109	85	115
	% within Region	27.9%	22.9%	29.0%	22.6%	30.6%
	Count	376	375	376	376	376
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q25d. How familiar are you with Clean Water Sticks?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not familiar at all	Count	218	220	207	214	233
	% within Region	58.0%	58.5%	55.2%	57.1%	62.1%
2	Count	41	51	52	45	43
	% within Region	10.9%	13.6%	13.9%	12.0%	11.5%
3	Count	26	26	34	24	20
	% within Region	6.9%	6.9%	9.1%	6.4%	5.3%
4	Count	22	32	21	28	25
	% within Region	5.9%	8.5%	5.6%	7.5%	6.7%
5	Count	25	20	31	20	17
	% within Region	6.6%	5.3%	8.3%	5.3%	4.5%
6	Count	10	8	9	8	5
	% within Region	2.7%	2.1%	2.4%	2.1%	1.3%
Very familiar	Count	34	19	21	36	32
	% within Region	9.0%	5.1%	5.6%	9.6%	8.5%
	Count	376	376	375	375	375
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q25e. How familiar are you with Rain Gardens?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not familiar at all	Count	94	84	98	117	81
	% within Region	25.1%	22.3%	26.0%	31.3%	21.5%
2	Count	32	43	38	30	39
	% within Region	8.6%	11.4%	10.1%	8.0%	10.3%
3	Count	25	44	31	33	45
	% within Region	6.7%	11.7%	8.2%	8.8%	11.9%
4	Count	27	30	38	32	41
	% within Region	7.2%	8.0%	10.1%	8.6%	10.9%
5	Count	49	53	46	46	32
	% within Region	13.1%	14.1%	12.2%	12.3%	8.5%
6	Count	37	28	42	31	36
	% within Region	9.9%	7.4%	11.1%	8.3%	9.5%
Very familiar	Count	110	95	84	85	103
	% within Region	29.4%	25.2%	22.3%	22.7%	27.3%
	Count	374	377	377	374	377
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q25f. How familiar are you with Storm Drains?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Not familiar at all	Count	16	20	4	8	23
	% within Region	4.3%	5.3%	1.1%	2.1%	6.1%
2	Count	3	2	3	15	6
	% within Region	.8%	.5%	.8%	4.0%	1.6%
3	Count	12	19	4	12	9
	% within Region	3.2%	5.1%	1.1%	3.2%	2.4%
4	Count	15	11	24	16	21
	% within Region	4.0%	2.9%	6.4%	4.3%	5.6%
5	Count	37	48	43	36	34
	% within Region	9.9%	12.8%	11.5%	9.6%	9.0%
6	Count	55	67	65	49	58
	% within Region	14.7%	17.8%	17.3%	13.1%	15.4%
Very familiar	Count	236	209	232	238	225
	% within Region	63.1%	55.6%	61.9%	63.6%	59.8%
	Count	374	376	375	374	376
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q26. I am going to read you a list of possible ways people get information. Which two of these methods do you prefer to get information about water quality?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Websites/Internet	Count	107	122	129	111	121
	% within Region	28.4%	32.6%	34.2%	29.6%	32.2%
Local Newspaper/Magazines	Count	145	120	129	132	159
	% within Region	38.7%	31.9%	34.4%	35.2%	42.3%
Television/news	Count	124	116	119	168	106
	% within Region	33.1%	30.8%	31.6%	44.7%	28.2%
Radio	Count	50	70	66	69	56
	% within Region	13.4%	18.6%	17.7%	18.3%	15.0%
Social Media, like Twitter, Facebook	Count	70	59	68	65	57
	% within Region	18.8%	15.8%	18.1%	17.4%	15.1%
Brochures/books	Count	43	50	35	36	39
	% within Region	11.4%	13.3%	9.2%	9.6%	10.3%
Some other way	Count	11	3	6	3	5
	% within Region	3.0%	.9%	1.7%	.9%	1.2%
Email	Count	66	68	81	48	61
	% within Region	17.5%	18.1%	21.5%	12.9%	16.3%
Direct mail	Count	70	68	57	69	68
	% within Region	18.6%	18.0%	15.1%	18.3%	18.1%
****None	Count	3	3	3	2	3
	% within Region	.9%	.9%	.8%	.4%	.7%
****Billboards	Count	2	1		0	0
	% within Region	.4%	.2%	.1%	0.0%	0.0%
****Word of mouth//friends and family	Count	5	5	5	5	10
	% within Region	1.3%	1.3%	1.3%	1.3%	2.6%

****My bill//from the water company	Count	5	5	4	2	5
	% within Region	1.3%	1.3%	.9%	.5%	1.3%
****Reports (Non Specific)	Count	2	1	0	0	1
	% within Region	.5%	.2%	0.0%	0.0%	.2%
****Myself//do my own research	Count	3	4	0	2	7
	% within Region	.9%	1.0%	0.0%	.4%	2.0%
****Government	Count	1	0	0	0	0
	% within Region	.2%	0.0%	0.0%	0.0%	0.0%
	Count	375	376	376	375	375

Q27. Do you think of yourself as a resident of the Puget Sound region?

			Region				
			Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count		23	11	20	16	31
	% within Region		6.1%	2.9%	5.3%	4.3%	8.3%
Yes	Count		352	365	356	359	344
	% within Region		93.9%	97.1%	94.7%	95.7%	91.7%
		Count	375	376	376	375	375
		% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q28. Do you think of yourself more as a resident of Puget Sound, Hood Canal, the Strait of Juan de Fuca, or someplace else?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Puget Sound/Sound	Count	196	333	334	295	226
	% within Region	52.1%	88.6%	88.8%	78.7%	60.3%
Hood Canal	Count	79	3	2	0	2
	% within Region	21.0%	.8%	.5%	0.0%	.5%
Strait of Juan de Fuca	Count	73	5	1	29	84
	% within Region	19.4%	1.3%	.3%	7.7%	22.4%
Someplace else (SPECIFY)	Count	11	23	18	20	21
	% within Region	2.9%	6.1%	4.8%	5.3%	5.6%
****Bellingham	Count	0	0	0	0	10
	% within Region	0.0%	0.0%	0.0%	0.0%	2.7%
****Eastern Washington/northern Washington	Count	1	1	3	3	3
	% within Region	.3%	.3%	.8%	.8%	.8%
****King County	Count	0	0	4	0	0
	% within Region	0.0%	0.0%	1.1%	0.0%	0.0%
****Olympic Peninsula	Count	11	3	0	0	0
	% within Region	2.9%	.8%	0.0%	0.0%	0.0%
****San Juan Islands	Count	0	0	0	0	10
	% within Region	0.0%	0.0%	0.0%	0.0%	2.7%
****Skagit County	Count	0	0	0	0	5
	% within Region	0.0%	0.0%	0.0%	0.0%	1.3%
****Snohomish County	Count	0	0	0	11	0
	% within Region	0.0%	0.0%	0.0%	2.9%	0.0%
****Whatcom	Count	0	0	0	0	7
	% within Region	0.0%	0.0%	0.0%	0.0%	1.9%

****Whidbey Island	Count	0	0	0	10	0
	% within Region	0.0%	0.0%	0.0%	2.7%	0.0%
****Outside of Washington	Count	4	3	7	3	3
	% within Region	1.1%	.8%	1.9%	.8%	.8%
****None	Count	1	3	1	0	4
	% within Region	.3%	.8%	.3%	0.0%	1.1%
****Seattle	Count	0	2	6	4	0
	% within Region	0.0%	.5%	1.6%	1.1%	0.0%
	Count	376	376	376	375	375
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q29. Can you identify two groups or organizations in your community that help protect the waters around Puget Sound?

			Region				
			Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count		193	214	237	232	198
	% within Region		51.5%	56.9%	63.0%	61.9%	52.8%
Yes	Count		182	162	139	143	177
	% within Region		48.5%	43.1%	37.0%	38.1%	47.2%
		Count	375	376	376	375	375
		% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q30. What are the names of such organizations?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Beach watchers	Count	2	1	0	22	2
	% within Region	1.3%	.4%	0.0%	15.3%	.9%
City/King County Metro/Kitsap County water/department of public works	Count	59	43	49	40	75
	% within Region	33.1%	26.5%	35.3%	28.1%	42.5%
Coast Guard	Count	4	1		8	6
	% within Region	2.5%	.6%	.3%	5.6%	3.6%
Clean Water Coalition	Count	5	10	4	4	4
	% within Region	2.8%	6.0%	2.8%	2.5%	2.5%
Department of Ecology/ecology department	Count	10	42	19	12	23
	% within Region	5.6%	26.2%	13.3%	8.0%	13.3%
Department of Fish and Wildlife	Count	17	21	11	16	18
	% within Region	9.3%	12.8%	7.8%	10.9%	10.3%
Department of Health	Count	5	4	2	3	2
	% within Region	2.8%	2.7%	1.5%	1.9%	.9%
Department of Natural Resources	Count	0	6	6	2	12
	% within Region	0.0%	3.5%	4.6%	1.1%	6.8%
EPA /Environmental Protection Agency	Count	30	33	36	33	23
	% within Region	16.7%	20.8%	26.0%	23.3%	13.2%
Friends of Puget Sound/Friends of the Sound/People for Puget Sound	Count	22	13	24	14	26
	% within Region	12.4%	8.4%	17.4%	10.1%	15.0%

Kiwanis	Count	0	0		0	6
	% within Region	0.0%	0.0%	.3%	0.0%	3.4%
Nature conservatory	Count	1	5	2	1	2
	% within Region	.8%	3.2%	1.7%	1.0%	.9%
Native American tribes/the Indians	Count	12	12	5	15	7
	% within Region	6.9%	7.4%	3.7%	10.3%	4.2%
NOAA	Count	8	1	3	2	2
	% within Region	4.4%	.6%	2.5%	1.6%	1.3%
Noah	Count	2	0	0	4	4
	% within Region	1.2%	0.0%	0.0%	3.1%	2.2%
Puget Sound Alliance	Count	4	0	2	0	1
	% within Region	2.1%	0.0%	1.1%	0.0%	.4%
Puget Sound Energy	Count	3	0	2	3	1
	% within Region	1.6%	0.0%	1.2%	2.3%	.5%
Puget Sound Keepers	Count	1	1	7	1	3
	% within Region	.8%	.8%	4.8%	.6%	1.8%
Puget Sound Partnership	Count	1	8	6	1	2
	% within Region	.4%	5.0%	4.5%	.6%	1.3%
Puget Sound Water Quality	Count	2	3	1	1	0
	% within Region	1.0%	1.6%	.4%	.5%	0.0%
Salmon Enhancement/Salmon Coalition	Count	25	2	1	1	16
	% within Region	14.2%	1.5%	.4%	.6%	8.8%
Sierra Club	Count	2	3	3	3	2
	% within Region	1.0%	1.6%	2.4%	2.4%	.9%
Stream Keepers	Count	8	12	1	1	1
	% within Region	4.8%	7.2%	.5%	.6%	.4%
Waste management	Count	2	3	2	10	3
	% within Region	1.0%	2.1%	1.6%	6.7%	1.9%
Water district	Count	6	8	7	3	6
	% within Region	3.6%	4.8%	5.1%	2.3%	3.4%
Boy Scouts	Count	7	2	2	1	2

	% within Region	3.9%	1.4%	1.1%	.5%	.9%

Olympic	Count	5	2	0	0	0
	% within Region	3.0%	1.1%	0.0%	0.0%	0.0%
Environmental groups (Non Specific)	Count	14	12	11	9	24
	% within Region	7.9%	7.4%	8.1%	6.1%	13.7%
Other	Count	21	19	17	20	21
	% within Region	12.0%	11.9%	12.3%	14.0%	11.9%
	Count	178	161	139	143	176

Q32. Were you born in the northwestern part of Washington State?

			Region				
			Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count		223	221	236	243	208
	% within Region		59.8%	58.8%	62.9%	65.1%	55.8%
Yes	Count		150	155	139	130	165
	% within Region		40.2%	41.2%	37.1%	34.9%	44.2%
		Count	373	376	375	373	373
		% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q33. How many years have you lived in your current county?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Less than 2 years	Count	14	19	19	13	9
	% within Region	3.8%	5.1%	5.1%	3.5%	2.4%
2-5 years	Count	31	33	33	49	42
	% within Region	8.3%	8.8%	8.8%	13.1%	11.3%
6-10 years	Count	51	53	42	55	47
	% within Region	13.7%	14.1%	11.2%	14.7%	12.7%

11-20 years	Count	98	68	64	96	70
	% within Region	26.3%	18.1%	17.1%	25.7%	18.9%
More than 20 years	Count	179	203	216	161	203
	% within Region	48.0%	54.0%	57.8%	43.0%	54.7%
	Count	373	376	374	374	371
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q34. How would you describe the area in which you live?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Urban	Count	41	57	107	52	62
	% within Region	11.3%	15.7%	28.6%	14.2%	16.7%
Suburban	Count	78	130	210	156	91
	% within Region	21.5%	35.7%	56.1%	42.7%	24.5%
Rural changing to suburban	Count	75	78	25	45	49
	% within Region	20.7%	21.4%	6.7%	12.3%	13.2%
Rural	Count	168	99	32	112	169
	% within Region	46.4%	27.2%	8.6%	30.7%	45.6%
	Count	362	364	374	365	371
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q35. Do you own or rent the place in which you live?

			Region				
			Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Own	Count		289	298	269	288	262
	% within Region		82.1%	82.8%	74.1%	79.3%	72.6%
Rent	Count		63	62	94	75	99
	% within Region		17.9%	17.2%	25.9%	20.7%	27.4%
		Count	352	360	363	363	361
		% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q36. What is the size of your property?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Less than a quarter acre (less than 10,890 square feet)	Count	53	72	111	69	61
	% within Region	18.4%	24.2%	41.0%	24.0%	23.4%
About a quarter acre (10,890 square feet)	Count	60	65	76	69	62
	% within Region	20.8%	21.9%	28.0%	24.0%	23.8%
About a half acre (21,780 square feet)	Count	43	53	25	45	25
	% within Region	14.9%	17.8%	9.2%	15.6%	9.6%
About three-quarters of an acre (32,670 square feet)	Count	16	21	14	20	12
	% within Region	5.6%	7.1%	5.2%	6.9%	4.6%
About an acre (43,560 square feet)	Count	27	17	15	15	23
	% within Region	9.4%	5.7%	5.5%	5.2%	8.8%
More than 1 acre	Count	84	64	21	62	74
	% within Region	29.2%	21.5%	7.7%	21.5%	28.4%
Don't know / Unsure	Count	5	5	9	8	4

	% within Region	1.7%	1.7%	3.3%	2.8%	1.5%
	Count	288	297	271	288	261
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q37. Are you registered to vote at your current address?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count	42	46	36	38	47
	% within Region	11.3%	12.2%	9.7%	10.1%	12.6%
Yes	Count	331	330	335	337	327
	% within Region	88.7%	87.8%	90.3%	89.9%	87.4%
	Count	373	376	371	375	374
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q38. In the last 4 elections (including local, state and national elections), how many times did you vote?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
In none of the last 4 elections	Count	11	14	5	17	9
	% within Region	3.3%	4.2%	1.5%	5.0%	2.7%
In 1 of the last 4 elections	Count	28	22	22	17	24
	% within Region	8.5%	6.6%	6.6%	5.0%	7.3%
In 2 of the last 4 elections	Count	22	20	34	37	21
	% within Region	6.7%	6.0%	10.1%	11.0%	6.4%
In 3 of the last 4 elections	Count	26	45	54	44	26
	% within Region	7.9%	13.6%	16.1%	13.1%	7.9%
In 4 of the last 4 elections	Count	236	223	218	218	244
	% within Region	71.5%	67.4%	65.1%	64.7%	74.4%
Don't know / Refused	Count	7	7	2	4	4
	% within Region	2.1%	2.1%	.6%	1.2%	1.2%
	Count	330	331	335	337	328
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q39. When it comes to politics, do you generally consider yourself Liberal, Moderate or Conservative?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Very conservative	Count	44	38	30	52	44
	% within Region	11.7%	10.1%	8.0%	13.9%	11.7%
Somewhat conservative	Count	44	60	42	82	62
	% within Region	11.7%	16.0%	11.2%	21.9%	16.5%
Moderate	Count	131	126	132	103	108
	% within Region	34.9%	33.5%	35.3%	27.5%	28.8%

Somewhat liberal	Count	70	52	84	60	69
	% within Region	18.7%	13.8%	22.5%	16.0%	18.4%
Very liberal	Count	41	41	56	38	46
	% within Region	10.9%	10.9%	15.0%	10.1%	12.3%
Other	Count	1	3	0	1	2
	% within Region	.3%	.8%	0.0%	.3%	.5%
Don't know / Refused	Count	36	44	28	37	38
	% within Region	9.6%	11.7%	7.5%	9.9%	10.1%
****Independent	Count	8	12	2	2	6
	% within Region	2.1%	3.2%	.5%	.5%	1.6%
	Count	375	376	374	375	375
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q41. Do you have any children under 18 years of age living in your household?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count	231	219	260	218	233
	% within Region	62.6%	58.9%	69.5%	58.6%	62.8%
Yes	Count	138	153	114	154	138
	% within Region	37.4%	41.1%	30.5%	41.4%	37.2%
	Count	369	372	374	372	371
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q42. Are you from a Hispanic, Latino, or Spanish-speaking background?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
No	Count	351	348	370	355	354
	% within Region	95.4%	93.0%	98.7%	95.9%	96.2%
Yes	Count	17	26	5	15	14
	% within Region	4.6%	7.0%	1.3%	4.1%	3.8%
	Count	368	374	375	370	368
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q43. What race would you classify yourself as?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Black / African American	Count	6	7	6	13	6
	% within Region	1.7%	1.9%	1.7%	3.6%	1.6%
White / Caucasian	Count	302	325	312	305	328
	% within Region	83.9%	88.3%	86.0%	85.0%	90.1%
American Indian or Alaska Native	Count	24	5	4	5	9
	% within Region	6.7%	1.4%	1.1%	1.4%	2.5%
Asian	Count	4	5	28	19	3
	% within Region	1.1%	1.4%	7.7%	5.3%	.8%
Native Hawaiian or other Pacific Islander	Count	3	11	9	4	1
	% within Region	.8%	3.0%	2.5%	1.1%	.3%
Two or more races	Count	0	0	0	1	1
	% within Region	0.0%	0.0%	0.0%	.3%	.3%
****European	Count	9	3	3	6	6
	% within Region	2.5%	.8%	.8%	1.7%	1.6%

****Hispanic	Count	12	12	1	6	10
	% within Region	3.3%	3.3%	.3%	1.7%	2.7%
	Count	360	368	363	359	364
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Q44. Is your total household income above or below $35,000 a year?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Below $35,000	Count	77	66	51	61	83
	% within Region	23.0%	19.2%	15.0%	17.9%	25.2%
$35,000 or above	Count	258	277	290	279	247
	% within Region	77.0%	80.8%	85.0%	82.1%	74.8%
	Count	335	343	341	340	330
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix C: Topline Tables by Region

Q45/Q46. Which category does your income fall into?

		Region				
		Region 1 (Clallam, E. Jefferson, Kitsap, Mason)	Region 2 (Thurston, Pierce)	Region 3 (King)	Region 4 (Snohomish, Island)	Region 5 (Whatcom, Skagit, San Juan)
Less than $10,000	Count	15	8	9	12	9
	% within Region	4.8%	2.5%	3.0%	3.8%	2.9%
$10,000 to less than $15,000	Count	15	12	10	10	17
	% within Region	4.8%	3.8%	3.3%	3.2%	5.4%
$15,000 to less than $25,000	Count	17	16	12	18	20
	% within Region	5.4%	5.0%	4.0%	5.7%	6.3%
$25,000 to less than $35,000	Count	26	26	16	19	35
	% within Region	8.3%	8.2%	5.3%	6.1%	11.1%
$35,000 to less than $50,000	Count	60	65	42	48	56
	% within Region	19.1%	20.5%	14.0%	15.3%	17.8%
$50,000 to less than $75,000	Count	76	54	39	73	75
	% within Region	24.2%	17.0%	13.0%	23.2%	23.8%
$75,000 to less than $100,000	Count	57	62	45	53	48
	% within Region	18.2%	19.6%	15.0%	16.9%	15.2%
$100,000 to less than $150,000	Count	29	54	55	54	39
	% within Region	9.2%	17.0%	18.3%	17.2%	12.4%
$150,000 to less than $200,000	Count	9	13	41	16	9
	% within Region	2.9%	4.1%	13.7%	5.1%	2.9%
$200,000 or over	Count	10	7	31	11	7
	% within Region	3.2%	2.2%	10.3%	3.5%	2.2%
	Count	314	317	300	314	315
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

APPENDIX D: Detailed Demographics

The table below shows the survey demographics (weighted using weight 2). Comparisons to census data are made where possible.

	Sample	Census 2010
Gender	n=1877	
Male	49%	49%
Female	51%	51%
Age	n=1877	
18 to 24	12%	12%
25 to 34	19%	19%
35 to 44	18%	18%
45 to 54	20%	19%
55 to 64	16%	16%
65 to 74	9%	8%
75 to 84	5%	5%
85 or older	2%	2%
Own/rent	n=1868	
Own	75%	63%
Rent	22%	37%
Children under 18 years in household	n=1862	
No	64%	54%
Yes	36%	46%
Hispanic/Latino	n=1861	
No	97%	94%
Yes	3%	6%
Race	n=1814	
Black / African American	2%	6%
White / Caucasian	87%	77%
American Indian or Alaska Native	2%	1%
Asian	5%	9%
Native Hawaiian or other Pacific Islander	2%	1%
Some other race	3%	2%

Two or more races	<1%	3%
Income	n=1543	
Less than $10,000	3%	6%
$10,000 to less than $15,000	4%	4%
$15,000 to less than $25,000	5%	8%
$25,000 to less than $35,000	7%	9%
$35,000 to less than $50,000	17%	13%
$50,000 to less than $75,000	18%	19%
$75,000 to less than $100,000	17%	14%
$100,000 to less than $150,000	17%	16%
$150,000 to less than $200,000	8%	6%
$200,000 or over	6%	5%
Born in NW Washington State	n=1870	
No	62%	
Yes	38%	
Years lived in your county	n=1872	
Less than 2 years	5%	
2-5 years	10%	
6-10 years	13%	
11-20 years	20%	
More than 20 years	53%	
Area of residence	n=1873	
Urban	20%	
Suburban	43%	
Rural changing to suburban	13%	
Rural	23%	
Size of property	n=1398	
Less than a quarter acre	31%	
About a quarter acre	25%	
About a half acre	13%	
About three-quarters of an acre	6%	
About an acre	6%	
More than 1 acre	17%	
Registered to vote at current residence	n=1865	
No	11%	
Yes	89%	

Voting behavior	n=1666
In none of the last 4 elections	3%
In 1 of the last 4 elections	7%
In 2 of the last 4 elections	9%
In 3 of the last 4 elections	14%
In 4 of the last 4 elections	67%

Political affiliation	n=1877
Very conservative	10%
Somewhat conservative	15%
Moderate	33%
Somewhat liberal	19%
Very liberal	13%
Don't know	9%

APPENDIX E: Cluster Analysis Table

	Puget Sound Health – Invested in the Cause (n=816; 44%)	**Puget Sound Health – Aware, but not Concerned (n=488; 26%)**	**Puget Sound Health – Unaware and Unconcerned (n=574; 31%)**
Overall, how would you rate the health and condition of the waters in and around Puget Sound?	Least likely to rate as good	Most likely to rate as good	More likely to rate as good
Looking ahead over the next five years, would you say you expect the health and condition of waters in and around Puget Sound to get better, worse or stay about the same?	Most likely to say will get worse	Most likely to say will get better	More likely to say will get better
How urgent would you rate the need to clean up and protect waters in and around Puget Sound?	Most likely to say clean-up is urgent	Least likely to say clean-up is urgent	Less likely to say clean-up is urgent
Think the following are harvested directly from the Puget Sound:	*More likely to say:*	*More likely to say:*	*More likely to say:*
Sea Urchins	Yes	Yes	No
Sea Cucumbers	Yes	Yes	No
Lobster	No	No	No
Ahi Tuna	No	No	No
Soft Shell Crab	Yes	Yes	Yes
Shrimp	Yes	Yes	Yes
Geoduck	Yes	Yes	Yes
Mussels	Yes	Yes	Yes
Oil and fluid leaks and drips from cars and trucks	Most likely to think harmful to water quality	More likely to think harmful to water quality	Least likely to think harmful to water quality
Using weed and feed on residential lawns	Most likely to think harmful to water quality	More likely to think harmful to water quality	Least likely to think harmful to water quality
Using compost or mulch in yards and gardens	Least likely to think harmful to water quality	More likely to think harmful to water quality	Most likely to think harmful to water quality
Washing personal vehicles in the driveway, street, or parking lot	Most likely to think harmful to water quality	Less likely to think harmful to water quality	Least likely to think harmful to water quality
Leaving dog waste in residential yards	Most likely to think harmful to water quality	Least likely to think harmful to water quality	Less likely to think harmful to water quality

Burning wood	Most likely to think harmful to water quality	Least likely to think harmful to water quality	Less likely to think harmful to water quality
Helpfulness of info on cleaning products	*How helpful?*	*How helpful?*	*How helpful?*
Logo from agency	Most	Least	More
Warning information	Most	Least	More
Information on organic products	Most	Least	More
Seals of Approval from third party	Most	Least	More
Recommendation from family/friends	Most	Least	More
Promotion at an event	Most	Least	More
Vehicle is routinely inspected for leaks	More likely to be checked regularly	Most likely to be checked regularly	Least likely to be checked regularly
How often vehicle is checked	Less likely to be checked at least monthly	Most likely to be checked at least monthly	Least likely to be checked at least monthly
Who checks for leaks	Respondent (35%)	Respondent (54%)	Respondent (27%)
Familiarity with water process	*How familiar?*	*How familiar?*	*How familiar?*
Rain barrels	Most	More	Least
Native plant landscaping	Most	More	Least
Permeable pavement or pavers	Most	Most	Least
Clean water sticks	Most	Most	Least
Rain gardens	Most	More	Least
Storm drains	Most	More	Least
Do you consider yourself a resident of Puget Sound	Most likely to think of self as resident	Most likely to think of self as resident	Least likely to think of self as resident
Can identify two groups in community protecting Puget Sound	Most likely to identify groups	More likely to identify groups	Least likely to identify groups
Demographics			
Gender	Most likely to be female (59%) than male (41%)	Most likely to be male (66%) than female (34%)	More likely to be female (55%) than male (45%)
Age	Least likely to be 18-34 (20%); most likely to be 35-54 (42%); most likely to be 55 and older (38%)	Less likely to be 18-34 (24%); more likely to be 35-54 (41%); more likely to be 55 and older (35%)	Most likely to be 18-34 (52%); less likely to be 35-54 (29%); least likely to be 55 and older (19%)

Appendix E: Cluster Analysis Table

Length of residence in Puget Sound region	Most likely to have lived in Puget Sound region 6 or more years (89%) compared to less than 6 years (11%)	Most likely to have lived in Puget Sound region 6 or more years (88%) compared to less than 6 years (12%)	Least likely to have lived in Puget Sound region 6 or more years (79%) compared to less than 6 years (21%)
Home Ownership	More likely to own home (81%)	Most likely to own home (85%)	Least likely to own home (66%)
Registered Voters	More likely to be registered to vote (92%)	Most likely to be registered to vote (94%)	Least likely to be registered to vote (81%)
Voting behavior	More likely to have voted in 3 or more of the last 4 elections (86%)	Most likely to have voted in 3 or more of the last 4 elections (88%)	Least likely to have voted in 3 or more of the last 4 elections (75%)
Political identity	Most likely to be liberal (42%) and moderate (37%) than conservative (19%)	Most likely to be conservative (39%) or moderate (37%) than liberal (22%)	More likely to be liberal (35%) and moderate (35%) than conservative (29%)
Race	More likely to be Caucasian (88%)	Most likely to be Caucasian (94%)	Least likely to be Caucasian (78%)
Household income	More likely to be $35,000 or more (83%)	Most likely to be $35,000 or more (90%)	Least likely to be $35,000 or more (74%)

ENDNOTES

[1] Cramer's V = .102; p = .001
[2] Cramer's V = .132; p = .000
[3] Cramer's V = .109; p = .000
[4] Cramer's V = .115; p = .000
[5] Cramer's V = .113; p = .000
[6] Cramer's V = .202; p = .000
[7] Cramer's V = .209; p = .000
[8] Cramer's V = .198; p = .000
[9] Cramer's V = .141; p = .000
[10] Cramer's V = .127; p = .000
[11] Cramer's V = .202; p = .000
[12] Cramer's V = .158; p = .000
[13] Cramer's V = .232; p = .000
[14] Cramer's V = .148; p = .000
[15] Cramer's V = .167; p = .000
[16] Cramer's V = .123; p = .000
[17] Cramer's V = .141; p = .000
[18] Cramer's V = .107; p = .000
[19] Cramer's V = .117; p = .000
[20] Cramer's V = .105; p = .000
[21] Cramer's V = .140; p = .000
[22] Cramer's V = .143; p = .000
[23] Cramer's V = .267; p = .000
[24] Cramer's V = .104; p = .000
[25] Cramer's V = .114; p = .000
[26] Cramer's V = .103; p = .000
[27] Cramer's V = .104; p = .000
[28] Cramer's V = .110; p = .000
[29] Cramer's V = .110; p = .000
[30] Cramer's V = .125; p = .000
[31] Cramer's V = .108; p = .000
[32] Cramer's V = .113; p = .000
[33] Cramer's V = .122; p = .007
[34] Cramer's V = .127; p = .025
[35] Cramer's V = .191; p = .000
[36] Cramer's V = .161; p = .002
[37] Cramer's V = .233; p = .000
[38] Cramer's V = .133; p = .000
[39] Cramer's V = .112; p = .000
[40] Cramer's V = .123; p = .000
[41] Cramer's V = .155; p = .000
[42] Cramer's V = .137; p = .000
[43] Cramer's V = .100; p = .000
[44] Cramer's V = .112; p = .000
[45] Cramer's V = .135; p = .000
[46] Cramer's V = .132; p = .000
[47] Cramer's V = .133; p = .000
[48] Cramer's V = .123; p = .000
[49] Cramer's V = .156; p = .000

[50] Cramer's V = .121; p = .000
[51] Cramer's V = .152; p = .000
[52] Cramer's V = .209; p = .000
[53] Cramer's V = .150; p = .000
[54] Cramer's V = .182; p = .000
[55] Cramer's V = .133; p = .000
[56] Cramer's V = .116; p = .000
[57] Cramer's V = .127; p = .000
[58] Cramer's V = .157; p = .000
[59] Cramer's V = .228; p = .000
[60] Cramer's V = .105; p = .000
[61] Cramer's V = .120; p = .000
[62] Cramer's V = .100; p = .000
[63] Cramer's V = .161; p = .000
[64] Cramer's V = .198; p = .000
[65] Cramer's V = .108; p = .000
[66] Cramer's V = .101; p = .000
[67] Cramer's V = .137; p = .000
[68] Cramer's V = .107; p = .000
[69] Cramer's V = .114; p = .000
[70] Cramer's V = .103; p = .000
[71] Cramer's V = .111; p = .000
[72] Cramer's V = .180; p = .000
[73] Cramer's V = .119; p = .000
[74] Cramer's V = .106; p = .000
[75] Cramer's V = .167; p = .000
[76] Cramer's V = .115; p = .000
[77] Cramer's V = .182; p = .000
[78] Cramer's V = .133; p = .000
[79] Cramer's V = .132; p = .000
[80] Cramer's V = .101; p = .000
[81] Cramer's V = .127; p = .000
[82] Cramer's V = .185; p = .000
[83] Cramer's V = .219; p = .000
[84] Cramer's V = .138; p = .000
[85] Cramer's V = .167; p = .000
[86] Cramer's V = .174; p = .000
[87] Cramer's V = .124; p = .000
[88] Cramer's V = .182; p = .000
[89] Cramer's V = .127; p = .000
[90] Cramer's V = .138; p = .000
[91] Cramer's V = .138; p = .000
[92] Cramer's V = .138; p = .000
[93] Cramer's V = .133; p = .000
[94] Cramer's V = .131; p = .000
[95] Cramer's V = .110; p = .000
[96] Cramer's V = .165; p = .000
[97] Cramer's V = .122; p = .000
[98] Cramer's V = .107; p = .000
[99] Cramer's V = .101; p = .000
[100] Cramer's V = .141; p = .000

[101] Cramer's V = .158; p = .000
[102] Cramer's V = .236; p = .000
[103] Cramer's V = .141; p = .000
[104] Cramer's V = .156; p = .000
[105] Cramer's V = .127; p = .000